

# Official BOOK OF THE FAIR

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SCIENCE



INDUSTRY

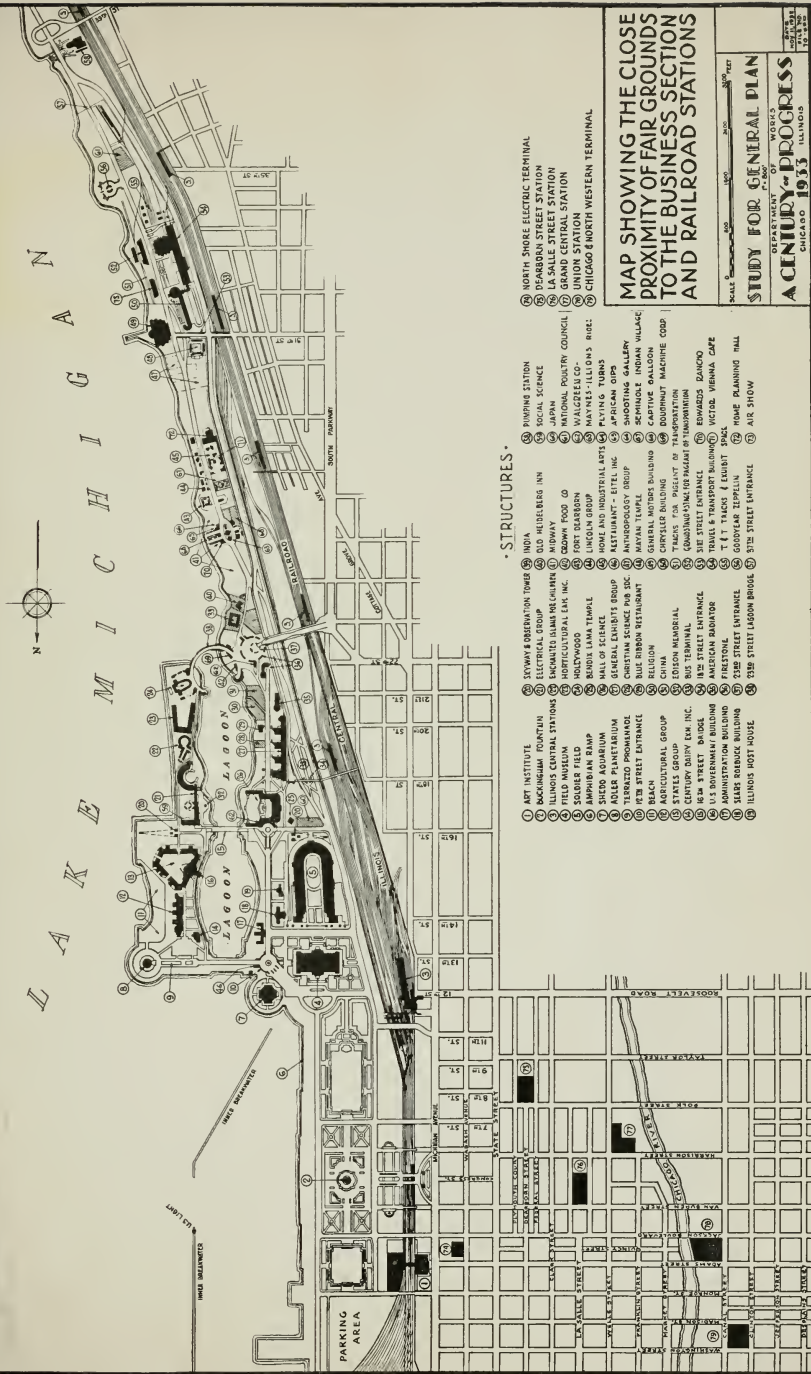
A CENTURY OF PROGRESS  
INTERNATIONAL EXPOSITION  
CHICAGO 1933

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*ILLINOIS HISTORICAL SURVEY*





# \* STRUCTURES \*

- 1 ART INSTITUTE
- 2 BACCHAM TOWN
- 3 FIELD HOUSE
- 4 SOLDIER FIELD
- 5 AMPHIBIAN RAMP
- 6 SUEO AQUARIUM
- 7 ROLLER PLANTARIUM
- 8 TERRAZZO PROMENADE
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SCALE 0 100 200 300 FEET

STUDY FOR GENERAL PLAN

DEPARTMENT OF WORKS

CHICAGO 1933

ILLINOIS



# A CENTURY OF PROGRESS 193





# 33 INTERNATIONAL EXPOSITION



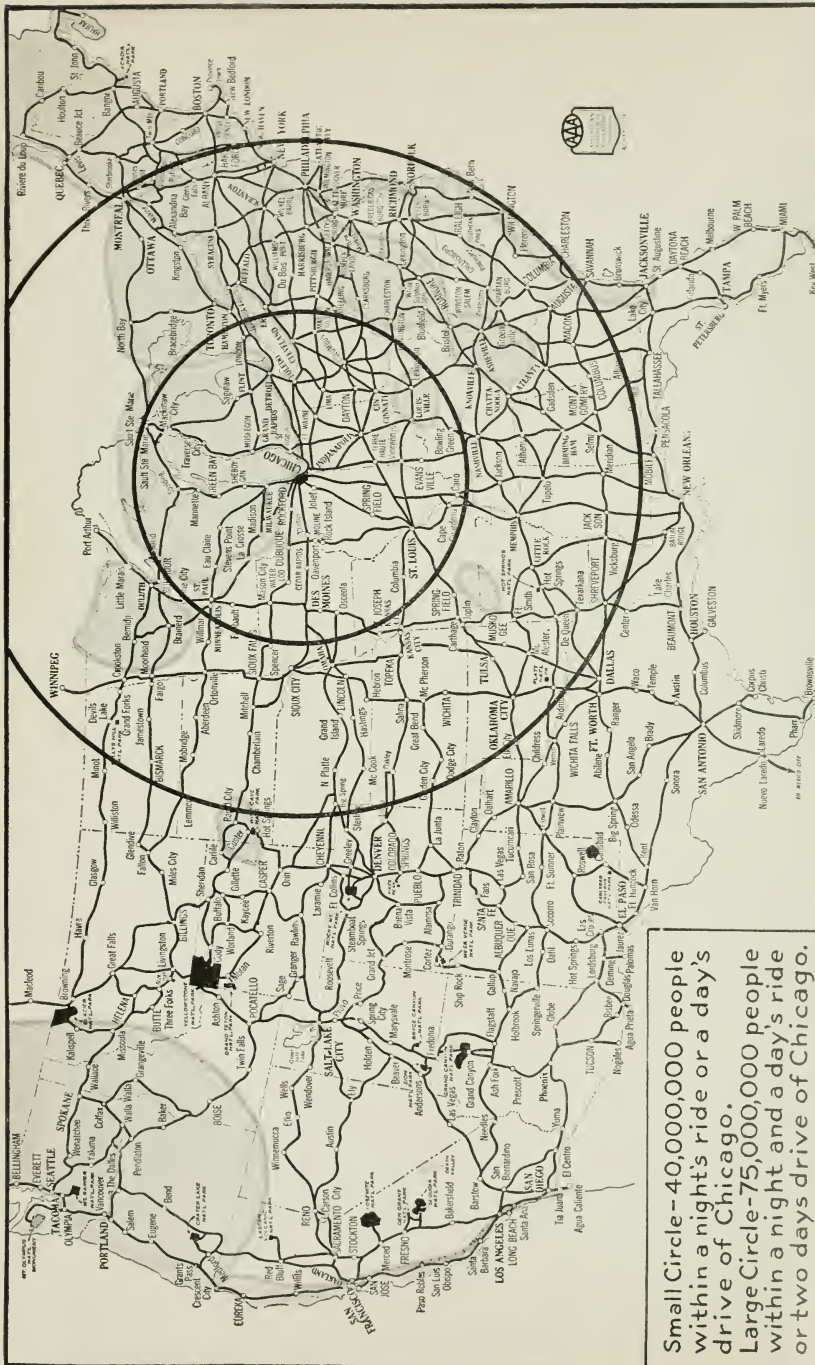
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H.L. McDONELL - A CENTURY OF PROGRESS



Aerial Map of World's Fair Grounds from top of one of Sky Ride Towers  
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H.L. McDONELL  
415 Madison



# Official BOOK OF THE FAIR

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An Introduction  
to  
**A Century of Progress**  
International Exposition  
Chicago

June 1—November 1

1933



Second Edition

Issued by  
**A Century of Progress, Inc.**  
Administration Bldg.  
Chicago



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## Foreword

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This book has been prepared in response to the world-wide interest that has been evidenced in the great exposition by which Chicago will celebrate the 100 years of its corporate existence — a period marked by the greatest advance in the welfare of the human race in all recorded time.

Within its hundred pages are maps and pictures by which you may easily identify every building, constructed and under construction. Written to give the essential facts in the briefest possible reading time, it describes not only what is now on the grounds, but so far as possible, what will be built and exhibited. A bird's-eye view of the exposition may be obtained from the map in the center of the book.

Especially if you are a stranger within Chicago's welcoming gates will it inform you as to transportation facilities to and within the grounds, and other services, such as housing accommodations, which will be required by the host of visitors expected to attend the exposition.

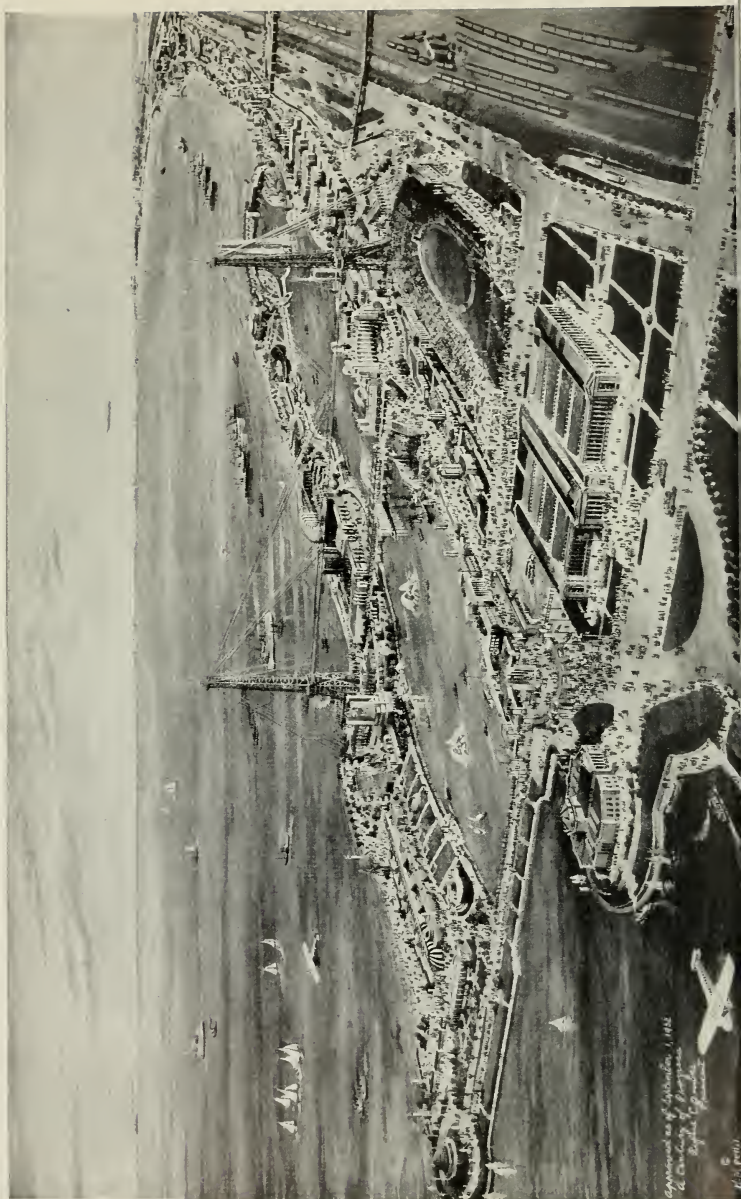
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This is the official pre-exposition guide-book of A Century of Progress, Chicago's 1933 World's Fair. It contains the latest and most accurate information available on what has been accomplished and what is planned for this Exposition of the greatest era of the world's scientific and industrial history.

*Rufus C. Dawes*  
*President.*

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ARTIST'S CONCEPTION OF A CENTURY OF PROGRESS INTERNATIONAL EXPOSITION





# General Information

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## Location

No exposition has had a more fortunate or delightful location than that of A Century of Progress, occupying, as it does, 424 acres of lake front within walking distance of the center of the city. On one side of it, for a distance of nearly three miles, are the blue waters of Lake Michigan, and near the center of the grounds are two lagoons which together are about a mile in length. Thus the Exposition is bordered by more than four miles of shore line.

There are two excellent bathing beaches within the Exposition grounds, one south of the Planetarium opposite Twelfth street and the other opposite Thirty-First street. Although the water off Northerly Island is about 30 feet deep, a safe beach has been produced by pumping sand in behind submerged piles.

Not only are the grounds of the Exposition in the front yard of Chicago, in an area over which only a few years ago rolled twenty-five feet of water, but they include the magnificent Adler Planetarium and are immediately adjacent to such splendid institutions as the Field Museum and the Shedd Aquarium, while only a few blocks away is the world-famous Art Institute. As a consequence of these attractions, the general area in which the Exposition is located has already been visited by more than 10,000,000 persons in one year. Hence the Exposition has the advantage not only of being easily accessible and splendidly located, but also of being in parks that for several years have been outstanding centers of culture and recreation.

## Organization

A Century of Progress was organized on the fifth day of January, 1928, as an Illinois corporation not for pecuniary profit, having for its charter purpose "the holding of a World's Fair in Chicago in the year 1933."

The corporation has no capital stock. Two classes of memberships are provided for, namely, Founder Memberships and Sustaining Memberships. Any citizen of the United States of lawful age, or any person who has been a resident of the United States for a continuous period of five years, or any co-partnership or corporation doing business in the United States, is eligible to either class of membership.

The management of the corporation is vested in a Board of Trustees, with a General Manager at the head of the administrative staff. Responsible to the General Manager are the Exhibits, Concessions, Works, Operations and Maintenance, and Promotion Departments, and the departments of the Secretary and the Comptroller.

## Beginnings

On August 17, 1923, Myron E. Adams submitted to Mayor William E. Dever a plan for celebrating the centennial of the birth of Chicago as a corporation. That was the first official step towards a World's Fair in Chicago in 1933. It could not be called, however, even the germ of the idea behind the Great World's Fair that has become a reality—A Century of Progress Exposition.

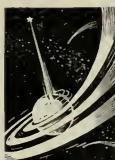
The original plan progressed through the usual channels—approval by civic societies, the mayor, and the city council; it all but died in August, 1927, when the committee of citizens named to lay the foundations for the centennial reported they could find no enthusiasm for the project. One member of the committee, however—Charles S. Peterson—refused to give up the idea.

At a meeting in the Council Chamber on December 13, 1927, Mr. Peterson was named chairman of a new World's Fair committee. One week later the organization committee met, and Rufus C. Dawes was elected President, Mr. Peterson a vice-president, and Daniel H. Burnham secretary. On January 3, 1928, application was made for a charter from the state of Illinois for "Chicago's Second World's Fair Centennial Celebration." The charter was granted January 5, 1928, the board of trustees held its first meeting on January 9, Chicago's 1933 World's Fair was finally under way.

On February 21, 1928, the official name was changed to "Chicago World's Fair Centennial Celebration." Its final title was selected on June 28, 1929, when the name was changed to "A Century of Progress."

From the moment that Mr. Dawes assumed charge as president, the steady progress of preparations for the Fair has never halted for a moment. Organization and financing were arranged quickly. On May 3, 1929, Major Lenox R. Lohr was appointed General Manager of the Exposition. On April 16, 1930, an ordinance was passed by the South Park Commissioners turning over to A Century of Progress the site selected for the World's Fair. The contract for the Administration Building—the first structure on the Fair grounds—was let on May 9, 1930. The great building program necessary for an international exposition was ready to start. Chicago's 1933 World's Fair was a certainty.

## Theme of the Exposition



FROM June 1 to November 1, 1933, Chicago will celebrate the hundredth anniversary of its birth as an incorporated village. As is customary in anniversary celebrations, the carnival spirit will prevail, but in addition to the fun there will be serious contemplation of the past, and sober consideration of the future.

Chicago is not an isolated community. It is an expression of the entire Central West, of its limitless agricultural areas, of its wealth in coal and iron and petroleum, of the vast forests to the north, and of the Great Lakes that from the beginning have been highways for its commerce. It is much more than these things. It is an expression of the virile peoples who came here and conquered the wilderness and established homes. Chicago is not simply the metropolis of the Middle West; it is bound to the entire civilized world by a thousand ties of commerce and finance and ideas and kinship. It is the superlative product of the forces that have moved the world during its lifetime, and it is the clearest prophecy of the future of mankind.

Even a casual examination shows that here and in every civilized land the past century has been the century of science and its applications. It is a significant fact that the conditions under which Caesar and Washington lived were essentially the same. But if Washington could return to our land of railroads and steamboats and airplanes and electricity and telephones and radios and the myriad products of physics and chemistry and biology and geology, he would think that by some magic he had been transported to some marvelous fairy land.

With these transformations in mind, the managers of A Century of Progress chose progress through science and its applications as the keynote of the Exposition. This choice finds its expression in part in the Hall of Science, one of the principal buildings on the Exposition Grounds. The same note is struck in the Travel and Transport structures, in the Electrical Group, in the Agricultural buildings, in the architecture and lighting of the Exposition, in its exhibits, and in its concessions.

But science does not find expression alone in physical things. It pertains also to the spirit. Behind every physical manifestation of it there has been a creation of the mind. In fact, the explorations of scientists, whether among the galaxies of stars or in the infinitesimal constituents of the atoms, have run far beyond the applications of science which have transformed the world. In sponsor-



ing a world congress of scientists the Exposition pays homage to these higher things of the spirit.

Science also has had unparalleled influences upon the economic and social relationships among men. Though at present the world may stagger and flounder under the sudden weight of the means for material accomplishment science has placed at its disposal, the social consequences of science will in the long run be by far the most important. For this reason the social sciences are being given an important position in the Exposition. It is earnestly hoped that while under the elation of physical achievements, as here expressed, men will receive new inspiration to improve their relationships with one another.

It is becoming increasingly evident that political, social and economic problems are fully as important for the welfare of mankind as are those concerned with the production of the physical necessities of life. Therefore, progress, in the broad and proper sense of the term, involves not only the applications of science in manufacturing and commerce, but corresponding readjustments and improvements in all the arts of living.

In an almost literal sense, as well as a figurative, A Century of Progress has "hitched its wagon to a star." When the Columbian Exposition opened forty years ago, in 1893, the orange star, Arcturus, was overhead in the evening sky. Light that left it then will arrive here in 1933. By applications of modern science the energy in this light will be amplified and used to start the wheels of the Exposition. In 1893 our fathers were awed when President Cleveland opened the Exposition simply by pressing the button of an electric switch. Now A Century of Progress is started on its way by a star so far distant that light, traveling at the rate of 186,300 miles per second, requires forty years to come from it to us.

### Financial Plan

An international exposition is an enterprise in which the general Government itself accepts sponsorship by inviting foreign nations; and the city in which it is held assumes the responsibility of acting as host to guests from all over the world. It therefore has been the custom, both here and abroad, to support such enterprises by subsidies from the public treasury.

In each of the three great expositions held in the United States preceding A Century of Progress, the greater part of the funds has been provided by such subsidies.

The Trustees of A Century of Progress, however, announced at the start that no subsidy would be asked of any government; that no part of the burden of holding an exposition should be laid upon the taxpayer; that in so far as an exposition of this kind was an expression of

the pride of the city the citizens ought to pay for it; and that in so far as the interests of industry were served, industry ought to pay for it.

In April, 1928, an invitation was extended to the public to join a legion of World's Fair supporters, each legionnaire to give the sum of \$5.00 and to receive a certificate exchangeable for ten admissions to the Fair. In this manner the sum of \$593,358 (since augmented by interest to \$634,042) was obtained.

At the same time an opportunity was offered to the public to become members of the corporation. The fee for Founder Members was fixed at \$1,000, and that for Sustaining Members at \$50. The Founder Memberships yielded \$270,000 and the Sustaining Memberships \$2,200.

There was then created an issue of \$10,000,000 of gold notes. These notes are doubly secured, first by the requirement that 40 per cent of all gate receipts shall be deposited with the Trustee, and second, by the guaranty of a group of civic-spirited individuals and corporations, each guarantor obligating himself to the amount of his guaranty. The total amount thus guaranteed was \$12,176,000 as against the gold note issue of \$10,000,000.

Furthermore, the guarantors at the outset agreed to purchase, on calls to be made from time to time, about six and a half million dollars of the notes, nearly all of which obligations have been promptly met.

The funds thus obtained were used in large part for the installation of utilities and for the erection of certain large exhibit buildings, the Hall of Science, the Travel and Transport, and the Electrical, Radio and Communications, and Social Science buildings, and the space contained therein was offered to industry. At the same time corporations were given the opportunity to acquire space within the grounds and erect their own buildings. As of January 1, 1933, the space contracted for by exhibitors in the Exposition Buildings and the contracts for special buildings by exhibitors amount to a total in excess of \$4,750,000.

Results accomplished in the rental of space to exhibitors up to January 1, 1933, leave little doubt that all available space in exhibit buildings will be contracted for by industry in ample time for installation of exhibits before the opening day.

The requirements of visitors for food, transportation, entertainment and amusement have not been overlooked. Contracts had been made to January 1, 1933, for different types of concessions which obligate the expenditure on the part of concessionaires of about \$4,300,000. The general conditions of these contracts are such that A Century of Progress shares in the profits made by the concessionaire after the recovery of his invested capital.

ADMINISTRATION BUILDING—WEST FRONT





# Administration Building

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THE Administration building, headquarters for the Exposition, is actually an experimental laboratory.

In this E-shaped building, which strikes the keynote for all the Fair buildings in its modern construction, experiments were made that have resulted in the unusual lighting and color effects to be used throughout the grounds.

Science and Industry, two Herculean figures in aluminum, dominate the entrance to the building. Science, symbolized by the wheel of the zodiac at its base, and Industry, by wheels and gears, were modelled in plaster by Alvin Meyer and covered with aluminum leaf.

The main entrance hall of the building is a vast room, containing a model of the Fair as a whole and larger scale models of the principal buildings. On one of its walls is the world's largest photo-mural—a view of the Exposition as it will look when completed.

A broad door opposite the entrance gives access to a corridor connecting the wings of the building and a wide stair-case leading up to the foyer of the trustees' room.

The trustees' room is beautiful in its modern simplicity, particularly at night when its snuff-brown walls take on a dull gold sheen under the warm orange-red lights. A high window at one end of the room commands a view of the Lagoon, Northerly Island and Lake Michigan. Three doors open out onto balconies on three sides of the room.



ADMINISTRATION BUILDING—EAST FRONT

On either side of a wide purple band the ceiling and the walls are covered with Flexwood, a veneer made from Australian lacewood mounted on cloth and applied like wall paper. The mural decorations are of imported inlaid veneers in the original colors of the various woods used.

A long wedge-shaped table occupies the center of the room. Its tapering shape enables each guest easily to see all others at the table.

The portions of the E-shaped building devoted to offices and work-rooms are arranged for the most efficient utilization of light and ventilation.

The building itself is an experiment indicating possible trends in office and factory construction. Its low cost per cubic foot, high salvage value of its materials, and its easy adaptation to everyday use suggest possibilities for future construction. The roof insulation is of processed cornstalks. Asbestos cement board covers the outside walls, while the inner sheathing is of plaster board. Into the 2¾-inch space between the outer and inner walls, an insulating material of asphalt and wood fibres is shot by guns. The insulation provided by these materials is equal to a thirteen-inch brick wall, while the ease of construction and economy of materials cut usual building costs to less than half.



TRUSTEES' ROOM

# Old Fort Dearborn

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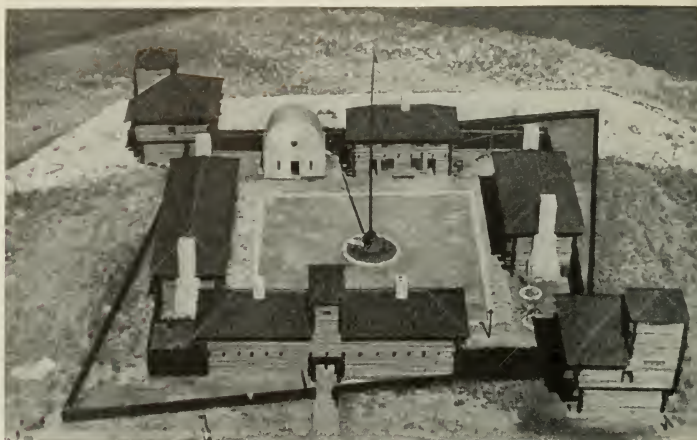
A LOG fortress on the shore of Lake Michigan was the first completed exhibition unit of A Century of Progress. It is a reproduction, true to the last detail, of that earlier fortress which marked the beginning of Chicago.

Old Fort Dearborn, small but mighty forerunner of the cloud-touching structures that have made Chicago's skyline a synonym for beauty, took eight long months to build. There were no horses or oxen at hand, so that the soldiers who were ordered from Detroit to build and occupy it were compelled to perform the work of dragging the timbers to their required positions. Begun in the late summer of 1803, the work was still far from complete when winter came.

The materials used to construct the original fort were easily obtained. But to duplicate them for the replica on the 1933 World's Fair grounds necessitated much research and effort. Norway pines were brought from Wisconsin to furnish logs for the stockades and buildings. Stone that had lain in the open many years and so had a weathered appearance was used for the fireplaces. Glass, discarded because it was so full of flaws, was chosen to reproduce the crude little windows.

The past becomes the present as one enters the massive log gate leading into the stockaded inclosure of the 1933 Fort Dearborn. Double rows of log palisades, ten and five feet in height are so arranged that the blockhouses command not only the spaces without the four walls but also that between the two palisades. Blockhouses occupy the northeast and southwest corners. Narrow slits are in the walls through which to train the soldiers' guns. To the left of the soldiers' barracks and at right angles and on opposite sides of the parade ground are the officers' quarters, two stories high with shingled roofs. The commanding officers' quarters are on the east side, just south of the building housing the supplies. Between this building and the northeast blockhouse is the powder magazine. Towering over this modest domain is the seventy-foot flagpole, originally a slim, lofty spruce discovered, after a farflung search, near Shawano, Wisconsin.

The interior of the fort also faithfully reproduces its historied predecessor. Photostatic copies of the map of



AIRPLANE VIEW OF FORT DEARBORN

the old fort and other historical documents and records, as well as books of the period, decorate its walls. The old four-poster bed was made in England and shipped to this country a hundred and fifteen years ago. The old corner cupboard was brought up from Indiana and is over a hundred years old. The chairs, tables and stools are faithful reproductions of the furniture of that bygone day. The pewter dishes were shipped from England a hundred and twenty-four years ago. Ranged around the walls are the tools and firearms of the time, a sword, a regulation American uniform and a saddle used at a neighboring fort. Outside the contractor's store is an old oxen yoke made in Allentown, Pennsylvania, in 1800.

The quaint-looking meat-grinder with its wooden top and underpiece encasing the two rows of knives and four rows of pegs is a hundred and twenty-five years old. Equally ancient are the cooking utensils on display. On the table is a sample ration of a soldier for one day, as allowed by an Act of Congress, April 30, 1791—one pound of flour, one pound of meat, vinegar, one-half gill of whiskey, a piece of soap and salt.

Out of this rude outpost of a young nation has developed a mighty city, the fourth largest in the world. Its destiny was early apparent. Missionaries, Indians, trappers, explorers, all were drawn to this marshy tract by the lake, acknowledging its strategic importance both for war and for commerce.

It is said that when La Salle first looked out from the banks of the Chicago river over the limitless prairies to the westward, he said with prophetic insight, "This is the gateway of empire."



Chicago's recognition as a trade-center, the contest between Spain, France, Great Britain and America for possession of the northwest, the struggle between the white man and the Indian for control of the fur trade—each and all of these factors made war inevitable.

Following a series of defeats at the hands of the Indians, General "Mad Anthony" Wayne was called upon to reorganize General St. Clair's shattered army and straightway worsted the northwestern tribes. The results of his victory are registered in the treaty of Greenville, a specific item providing for a reservation as follows: "One piece of Land, six miles at the mouth of the Chicago River, emptying into the Southwest end of Lake Michigan where a Fort formerly stood."

The treaty of Greenville was concluded on August 10, 1795, but it was not until 1803 that Fort Dearborn, named in honor of General Henry Dearborn, Revolutionary soldier, then Secretary of War, was established.

In command of the troops sent out to build and occupy the fort was Captain John Whistler, who brought with him his family.

The summer after the fort was finished, more than half the inhabitants of the little community were stricken with fever, malaria and the attendant ills of impure water, mosquito-ridden lands and inadequate drainage. Not only in Chicago, but in all other frontier posts the fever raged.



FORT DEARBORN PARADE-GROUND

Balancing the hardships were the friendly Indians who practically surrounded the fort, the abundance of food and firewood and the excellent fishing and hunting that the menfolk enjoyed to the fullest.

The period of Whistler's command at Fort Dearborn lasted from the summer of 1803 until April, 1810, and his long and successful regime has inspired one historian to refer to him as the "father of Chicago." Captain Nathan Heald succeeded Capt. Whistler and was in command when a band of formerly friendly Winnebagos came upon Chicago and murdered two persons, causing very great anxiety among the settlers over their future safety. When war was declared against Great Britain, and the Indians, friendly to the British, turned against the white inhabitants, great was the alarm felt for the little fort. It was then that General Hull, Governor of Michigan Territory, ordered Captain Heald to evacuate the post.

Upon hearing the rumor that the garrison at Fort Dearborn had been ordered to march to Fort Wayne and knowing that the Indians were ready to take the war-path and that the life of his niece, the wife of Captain Heald, was in danger, Captain Wells hurriedly gathered together thirty warriors from the Miami tribe, by whom he had been reared, and rode to Fort Dearborn. Then on the sunny morning of August 15th, soldiers and civilians, men, women and children, Americans and half-breeds were ready to march away from the fort and the cabins that had been their home for eight years.

John Kinzie, neighbor, friend and counselor to the fort since its establishment, accompanied them. Solemnly and carefully they made their way along the shore of the lake, their line of march paralleling Michigan Avenue of today.

Captain William Wells, dressed as an Indian, with his thirty Miami warriors formed the advance guard of the party and discovered the ambushade. Waving his war bonnet, he wheeled his horse about and urged the troops to advance to a more favorable position for defense.

The white men, outnumbered ten to one, battled bravely but futilely against the Indians in the front, while in the rear, where the women and children had been separated from the troops by other Indians, the real massacre was taking place. Women, armed with swords, fought like fiends. Two of them were killed and most of the children were massacred. Kinzie was the only white man at the wagons who survived. Captain Wells was killed. Captain Heald and his troops were forced to surrender. All the survivors were taken prisoners except Kinzie, who was not considered a prisoner of war but was merely brought back to Chicago. Most of the survivors were escorted to Detroit and there treated well.

# Architecture and Construction

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IN its architecture the Exposition will present to the world much that is new in form and in methods of construction. These innovations have not been made merely for the sake of novelty, but for thoroughly practical purposes.

Since the theme of A Century of Progress is the advancement of mankind in the past hundred years, its architecture should be an expression of that progress. It would be incongruous to house exhibits showing man's progress in the past century in buildings which were reproductions of ancient Greek temples or Roman villas. The architecture should be in tune with the modern age. It should express through its design the needs of the present, and it should anticipate so far as possible the requirements of the future.



TWO DETAIL VIEWS FROM  
THE HALL OF SCIENCE



THESE TWO VIEWS ILLUSTRATE SOME OF THE MODERN SIMPLIFIED IDEAS UTILIZED IN MOST OF THE EXPOSITION BUILDINGS

The architecture of this Fair is an attempt at healthy naturalness—an honest reflection of the actual function of the buildings themselves. Planes and curved surfaces characterize these structures, instead of a parade of plaster, ornamentation and decoration. The dramatic effects of light and coloring against this background of planes and curved surfaces is new and inspiring. The ramps of these buildings to several levels and the numerous terraces will provide an effective setting for the throngs of visitors that will visit the Exposition.

In considering the Exposition structures, it should be borne in mind that they are for temporary purposes and not for permanence—for the 150 days between June 1 and November 1, 1933, instead of for thirty years. When the Exposition is over, the buildings will be razed.

A construction feature that has interested many people is the absence of windows in the various exhibit buildings. Practical considerations, as well as the design which emphasizes unbroken planes and surfaces, dictated this innovation. Those who are familiar with exhibition buildings will recall that sunlight for daytime illumination is a variable quantity. By eliminating windows it of course becomes necessary to use artificial light, but this gives the architect and the user constant control over the character of the illumination. The elimination of windows has also made possible important economies in construction, for sash and window glass cost just as much in a temporary structure as in a permanent one.

Not only do the Exposition structures present departures from the usual architectural design, but new building materials and new uses of traditional materials have been made. Likewise new methods of construction have been employed, using so far as possible factory-made parts. Wall materials, for instance, have been pre-fabricated in shops and cut into standard lengths and widths before shipment to the Fair grounds. These sheets have been applied to the steel frames with clips, with resulting economies in assembly.

The exterior walls of the Administration Building are of asbestos cement board, hitherto used chiefly for insulation purposes; the walls of the Travel and Transport Building are sections of sheet metal clipped or welded to the steel frame; and the walls of the Hall of Science are of plywood, five sheets glued together and having remarkable strength although their combined thickness is only five-eighths of an inch. A standard gypsum board with a coat of metallic paint forms the exterior walls of the Agricultural Group, the Dairy Building, the Hall of the States, the Federal Building, the Home Planning Hall, the Hall of Social Science, the Communications Building, the Electrical Building and other Exposition structures.



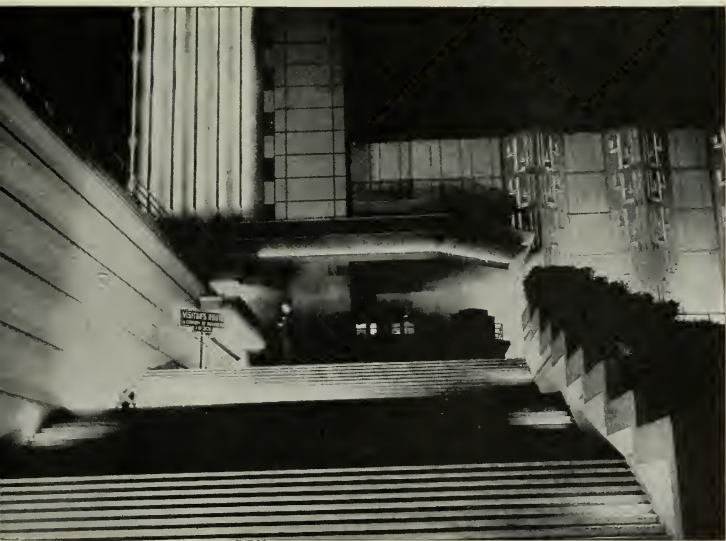
# Illumination and Color

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EVERY great exposition marks an advance, in that it experiments boldly and freely. Although it may fail in some attempts, on the whole it succeeds in developing many new ideas and theories which are perfected and accepted in later years. This has been true of the past. It will be doubly true of A Century of Progress.

At the World's Fair of 1893 the incandescent bulb was still a novelty, faint in glow, restricted in use, but it was used in such numbers and in such relatively new ways and the impressions created influenced its later development so decidedly that history now records that 1893 marked the beginning of the great advance we have achieved in illuminating science during the past forty years. The brightness of light in those days was as nothing compared to the brilliance we can derive today.

Besides, no longer as of old, is it necessary to leave the bulbs exposed, a glare to the eyes; we can hide our source of light, receive it indirectly and make it as intense



ILLUMINATION, SOUTH STAIRWAY—HALL OF SCIENCE COURT



NIGHT AND DAY VIEW OF CIRCULAR TERRACE  
OF THE HALL OF SCIENCE

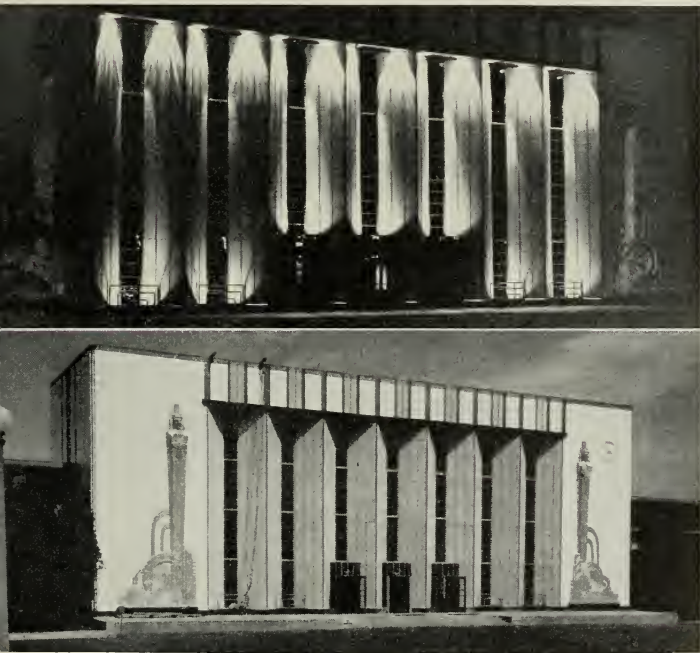
or subdued as desired. Nor do these lights need to remain stationary, hung in festoons or used as static decoration. With modern devices we can arrange and move them in interesting patterns, contrive purely decorative compositions, simulate cascades or fountains of water, imitate fireworks, give the water of deep pools iridescent qualities and light the heavens.

Added to this tremendous development in the use of incandescent light, the range of which seems unlimited, is a new kind of light, that using rare gases in vacuum tubes. Though still in its infancy, but with vast potentialities, it is frequently seen on signs and billboards where it is used to outline letters or designs in green, blue, red or yellow. This new light is produced by a sealed tube from which the air has been pumped and a rare gas introduced, and through which a current of high-voltage electricity is passed. The color radiated from the tube is determined by the element it contains: the red by neon in a red tube or shell; the blue by krypton in a clear shell; yellow by helium in a yellow shell and green by krypton in a yellow shell.

Rare-gas tubes have never heretofore been used in so large a quantity or with such ingenuity in startling and unusual architectural effects as in A Century of Progress. When President Rufus C. Dawes threw the switch on June 12, 1932, at the dedication of the Hall of Science, the largest amount of these tubes ever employed on any one surface was lighted.

During the period from June 1 to November 1 of this year there will be more colored lights visible at night on the Exposition grounds than in any equal area or even in any city in the world.

Incandescent bulbs and neon tubes, the former by the millions, the latter by the mile, will be used alone and combined to make three and one-half miles of the most gala and extraordinary shower of light ever displayed. There will be concealed lights bringing out mysteriously shaped silhouettes in the background and yet giving plenty of illumination on the paths, and festive decorations in brilliant color during the day will become banners of light at night. The two towers of the Skyride, each six hundred feet high and two thousand feet apart, will rise at opposite points on the mainland and island, and appear as phantoms in the clouds, while swinging across from one tower to the other at a height of about two hundred feet will be the observation cars, flashing like meteors in the sky. A multicolored cascade of water, stretching around the entire shores of the two lagoons,



NIGHT AND DAY VIEW OF FRONT FACADE  
OF THE ADMINISTRATION BUILDING



THE GREAT HALL IN THE HALL OF SCIENCE

two miles in perimeter, will give the effect, when seen from the water or the opposite shore, of an enchanted city floating like a cloud on a bed of light. The buildings themselves will be jewels set in this necklace of brilliance, and offer scintillating and spectacular compositions wherever the eye may rest. Finally, sweeping the skies and stretching out over the wide expanse of Lake Michigan will move the ever restless searchlights, piercing the heavens and proclaiming to the whole world that here one truly sees the apotheosis of light.

Inseparably connected with the lighting displays are the daylight colors of the broad surfaces of the buildings and the decorations throughout the grounds. The exterior colors of the buildings, the colored effects of the lighting and the general decorations, from the brilliant banners to the myriads of gondolas on the lagoons, are expected to set a new mark in the use of color. To form and proportion, the principal elements in the architecture of the past, there are now added color and colored lights. Naturally, the art of architecture is greatly broadened and enriched, for the artist has new means of expression placed at his command. He has eliminated the sombre colors used in the past and will paint his picture with great masses of vivid reds, blues and yellows. Each building will have its own individual dignity and color, but each will have a definite role in the ensemble, and be but a unit of the grand kaleidoscopic panorama.



# General Exhibits and Buildings

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**T**HE general scientific and industrial exhibits will be housed in buildings that have been designed by the Architectural Commission and constructed under the supervision of the Works Department of A Century of Progress. On January 1, 1933, most of these structures had been completed, and those still unfinished were well along toward completion. As in earlier expositions, special buildings have been provided for all the major classes of exhibits.

## Dioramas

The diorama is a representation of three dimensions—width, height and depth—with the foreground modeled and painted in perspective and receding naturally into a painted background. When looking through a proscenium opening at a diorama illuminated by concealed lighting, the spectator receives the illusion of distance and depth of view.

This new and unusual method of exhibition is a most satisfactory way to tell a big story in a small amount of space. Its present form is that developed in the Imperial Institute of South Kensington, London, and the Deutsches Museum in Munich. The diorama was successfully used at the British Empire Exhibition in Wembley in 1926 and at the Paris Exposition in 1931.



DIORAMA OF THE LATE JURASSIC AGE



DIORAMA SHOWING GALAPAGOS ISLANDS

In constructing a diorama, careful study, research and investigation are first made to gather correct data on the subject so as to preserve scientific accuracy to the smallest detail. Then a flat pencil drawing or watercolor painting is made and a small study diorama about fifteen inches wide is prepared. In making the small study diorama, the problems presented by the subject are considered and solved. Figures and objects are modeled in proper perspective and painted in their true colors. From this small diorama the actual diorama is constructed on the adopted scale, usually about four times the size of the model.

In a studio in the Hall of Science, skilled artists are at work making the dioramas. These diorama makers combine the arts of the painter, the sculptors and the architect.



DIORAMA DEPICTING FRANKLIN'S KITE EXPERIMENT

## Hall of Science



THE spirit of scientific achievement—the fundamental occasion for A Century of Progress—finds concrete expression in the Hall of Science.

This superb example of modern architecture extends southward from Sixteenth Street and has the form of a gigantic letter U thrown across Leif Eriksen Drive. The open end of the U lies toward the East, with its two arms reaching down to the lagoon and enclosing a court of three acres. The general effect of this Temple of Science is one of order and massiveness. An outstanding feature of the building is the carillon tower at the southwest corner where the J. C. Deagan Company has installed their chimes.

On the ground floor and near the main entrance at the north end of the Hall of Science there will be a splendid exhibit of drugs and medical specialties. Visitors in millions will be attracted to this area because it lies along the beautiful concourse bordering the great circular terrace that adorns this part of the structure. They will be inspired by the magnitude and completeness of these exhibits with an increased respect for the progress made in this phase of medical science. Appropriately, there will be in this area the world's most beautiful drug store.

In the center of the upper terrace is a circular well, its base forming the ground-floor court. Centering in this court is a fountain amid a margin of pools and flower gardens.

The Northern End of the building is approached by a gentle ramp leading to a large circular terrace whose Southern boundary is a row of mighty pylons extending 59 feet above the terrace with the curved main walls set back between the pylons and extending 52 feet high.

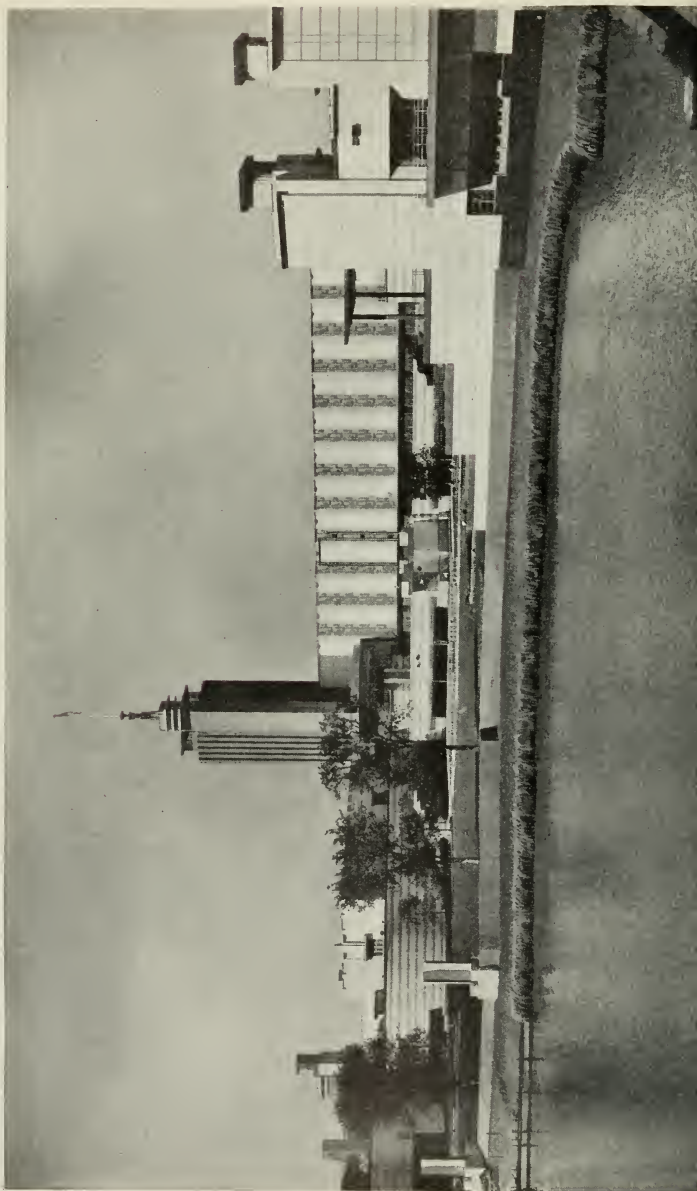
In the center of this upper terrace is a circular well whose ample base forms the court of the ground floor. Centering in this court is a fountain surrounded by a margin of pools and flower gardens.

The great hall that will house the basic science exhibits forms the curving juncture line for the two arms of the U.

On the main floor of the building is a great hall of commanding proportions, 260 feet in length and 60 feet in width with a ceiling 57 feet high. On the walls of this room tribute will be paid to the torch-bearers of science by inscriptions setting forth some of their names and principal achievements.

On the ground floor of the Hall of Science will be found the exhibits of certain industries which are closely related to the basic sciences.

THE HALL OF SCIENCE





Many thousands of visitors can be accommodated in the magnificently proportioned quadrangular court formed inside the U space. It is there they will gather for festival ceremonies and other special events. Speakers on these occasions will address them from a uniquely constructed rostrum extending into the center of the court from the terrace adjoining the main floor, and appropriately decorated in bas relief. Within the huge steel frame behind the rostrum will hang a beautifully decorated banner.

The use of ramps throughout the interior of the Hall of Science—and all the Exposition buildings—greatly simplifies the problem of going from floor to floor. There are four such ramps in this building.

Still another feature that should please visitors is the opportunity afforded them to observe at frequent intervals the many changing aspects of the Fair grounds around them from terraces and promenades and outdoor lounges, where people may sit while watching the activities around them or listening to the carillon music from the tower.

## The Basic Sciences

The method adopted for displaying the basic sciences will differ considerably from the ordinary. The guiding principle is that displays must not only be truthful, but also attractive and entertaining to the superficial observer. The problem is to present a clear picture of what is meant by the basic sciences and to demonstrate the indebtedness of industrial progress thereto, with a view of awakening a wider interest in and a more intelligent appreciation of the fundamental sciences.

To make this picture and to furnish an illustration of "scientific method"—which is the most characteristic feature of modern science—is a problem which is, at once, scientific and educational. Merely to display pieces of apparatus, instruments, inanimate objects and collections of specimens would be easy, but not very interesting. The exhibits must be striking, yet not allowed to degenerate into mere fireworks. They must be true, but not too complex to be readily grasped. They must be fundamental in character, yet sufficiently numerous to cover fairly the entire range of science. They must demonstrate the utility of science in industry and in other fields so that the visitor may acquire a permanent interest in the link connecting basic science with progress. In this way it is expected that life, definiteness and intelligibility will be given to principles which are commonly supposed to be too abstract for general comprehension.

To show a phenomenon in science on the lecture table for a few minutes is one thing; but to show it continuously to thousands during a period of one hundred and fifty days is quite another. Yet this is the goal.

As far as possible, each display will be large enough and placed high enough to be observed by many people at the same time. Appropriate signs will make clear the principle of each exhibit without any other interpreter.

### *Biology*

The exhibits in biology are to illustrate the various processes of life and the unity of all life. This demonstration will be made partly by means of preserved plants and animals, but wherever possible by use of models, living specimens, transparencies, and moving pictures illustrating the great principles which control the daily activities of all plants and animals.

### *Chemistry*

Chemistry will be presented as the fundamental science of the transformation of matter. Dynamic, living exhibits will show in an entertaining, as well as instructive, manner that the various changes occurring about us every day are simply variations of fundamental types of chemical reactions. Burning, rusting of metals, striking a match, combustion of fuel, our very breathing and living will be shown to be different manifestations of chemical changes.

The chemical transformations of our more important raw materials, such as coal, wood, oil, rubber and mineral deposits, will be illustrated. Their products include almost everything about us—our paints, dyes, varnishes, metals, plastics, soaps, medicinals, lubricants, fuel, explosives, paper, food, ink, glass and ceramics, textiles and countless other objects familiar to us.

### *Geology*

The geologic exhibits will contain many operating models and other dynamic exhibits calculated to portray the origin and growth of our planet, the processes of deposition and erosion which have so largely shaped its face, the formation of mountain ranges, the activities of volcanoes, the eruption of geysers and the origin and recording of earthquakes. The romance of oil and gas will also be completely told in a sequence of exhibits which will explain man's modern and almost magical methods of locating these deeply buried products.

In short, while A Century of Progress will dramatize the hundred years of man's greatest scientific advance,

the geological sequence will vitalize for the public the hundreds of millions of years involved in the formation of the earth's mineral wealth.

### *Mathematics*

Strange as it may seem, Mathematics "Queen of the Sciences" as Gauss called it—is one of the most rapidly growing of the entire basic group.

Exhibits, chosen from each of the four major sub-divisions, arithmetic, algebra, geometry and analysis, will consist mainly in mechanical demonstrations.

Mathematics appears in various roles, sometimes as a language, sometimes as a norm for careful reasoning, sometimes as a handmaiden for the other sciences, and frequently as a recreation for active minds. The attempt is to present it to the visitor in its true light as a body of living and useful truth.

### *Physics*

In the section devoted to physics the visitor may observe how gases can exert high pressure, how gas and steam engines and refrigerating systems operate, how drops of liquid come to be round. The section on acoustics will show how sounds are produced, transmitted and recorded; while on the same floor the fundamental electrical phenomena will be demonstrated. Refraction of light by prisms and lenses, colored effects produced in various ways, and important spectra will be shown in the optical section.

Though the fundamental nature of electricity and magnetism is not known, yet how they behave is clearly demonstrated by exhibits already completed. Several of these exhibits illustrate the industrial uses in which their fundamental principles are constantly employed.

### *Medical Displays*

A large section of the Hall of Science will be devoted to medical exhibits. These exhibits will illustrate the strides made in the causes, detection, treatment and prevention of human and animal diseases. The displays are so planned as to be interesting and educational, not only to the physician, but to the layman.

The Pasteur Institute of Paris and the Koch Institute of Berlin will have exhibits of fundamental historical and scientific importance. The Deutsches Museum of Dresden will present dynamic exhibits of human physiology and constitution. The Wellcome Museum of London will tell the story of progress in British medicine and surgery.

The Liverpool School of Tropical Medicine will make an exhibit on the cause, means of animal transmission, treatment and prevention of tropical diseases, while the Milwaukee Public Museum is preparing a display on primitive medicine. A number of universities from the United States will send collections portraying the various discoveries and work initiated by this country's outstanding physicians, while the American Medical Association will present the evolution of the practice of medicine, and the American Dental Association that of the history of dentistry, and the American Pharmaceutical Association that of pharmacy.

One striking feature of the medical exhibit will be the transparent man, a model of the human body, heroic in size, showing with remarkable clarity the skeletal, nervous, vascular, respiratory, digestive, and muscular systems. The observer, by means of the model of the transparent man, visualizes human anatomy as though his eyes possessed the penetrating power of X-rays. The locations of the interior organs of the human body are shown by electrical illumination, and the relations of these organs to the different parts of the transparent skin are readily apparent.



THE TRANSPARENT MAN



It is planned that visitors to the Exposition may participate in demonstrations of human anatomy and physiology by means of models put into action by the observer. By the mere pressing of electrical switch buttons or the turning of levers, one may study the circulation of the blood; the action of the heart valves; the various types of vocal cords that produce the soprano, alto, tenor and bass voices; the action of the lungs in breathing; the structure of the eye and many other bodily activities.

### *Progress in Medicine*

The progress of medicine will be traced from the days of the saddle-bag doctor of 1833 to the physician of today—the period during which medical science has made its great advances.

The progress of knowledge in the cause, detection, treatment and prevention of disease has been amazing. It has stamped out plagues and many epidemics. It has increased the span of modern man's life, freed him largely from the fetters of pain and sickness and made the world a remarkably more comfortable and healthful place in which to live than it was 100 years ago.

The story of medical science's development lies almost wholly within the past century. Among milestones which will be shown in the Exposition are the following:

The first use of ether in a surgical operation by Dr. Long in 1842—a contribution having significant results.

The epochal work of Louis Pasteur in the study of bacteriology and its effects.

The pasteurization of surgery by Lord Lister in 1867, after the Civil War.

The contribution of Dr. Oliver Wendell Holmes to the elimination of child-bed fever.

The first use of the stethoscope by Laennec to detect abnormal sounds in the heart and lungs, introducing the use of refined instruments in the detection of disease.

The discovery of serums in the treatment of diphtheria and scarlet fever.

The discovery of insulin in the treatment of diabetes.

The discovery of radium as an aid to therapeutic treatments.

The first use of liver diet in the treatment of pernicious anaemia.

The story of these and many other advancements in medical science is a tale of hard won victories, of sacrifice, heroism and devotion shown by men and women of science on behalf of humanity.

## Travel and Transport Building

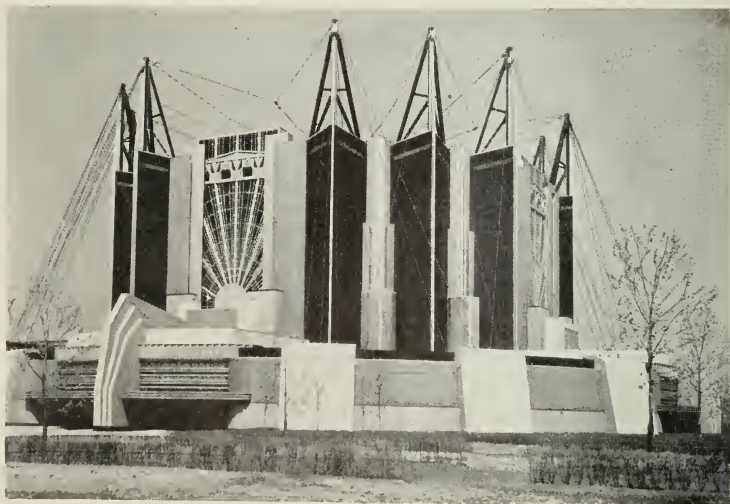


THE magic spectacle of a century of transportation, which is, in effect, a century of progress, will come to life in and around the amazing Travel and Transport Building.

It is probable that this building, with its great cable-suspended dome, will be the most discussed of all the architectural and engineering surprises of the Exposition.

For the first time in architectural history a dome has been constructed on the principle of a suspension bridge. Just as a suspension bridge has no pillars, columns, or arches to support it from below but depends on cables to carry its load, so the roof of the Travel and Transport dome is suspended 125 feet above the ground by cables attached to twelve steel towers. The reason for the daring use of this suspension principle was the necessity for a clear, unobstructed space for exhibits. The result is a demonstration of how the desired result may be satisfactorily achieved at a much lower cost per cubic foot.

This dome is made with joints that allow for expansion and contraction as the temperature varies, resulting in a variation in circumference of more than six feet. The roof rises or sinks as much as eighteen inches, depending on the amount of snow or other pressure on the roof. It is this feature that has given rise to the name, "the dome that breathes."



DOME OF TRAVEL AND TRANSPORT BUILDING



SECTION OF TRAVEL AND TRANSPORT BUILDING

Within the dome, which has an interior diameter of 310 feet at the base and 206 feet clear of any obstruction, will be housed historic and modern transportation exhibits. The first automobile ever operated on the streets of an American city will be on view here, and near at hand the speedy, comfortable and efficient motor cars of today. There will be the creaky, lumbering wagons of a century ago—stage-coaches, post-chaises, “prairie-schooners” and the like—a reproduction of The Rocket, first locomotive that proved of practical use, and its odd-looking relatives with their upright boilers and curious walking beam effects—balloon stacked “wood-burners” of the ’forties, ’fifties and ’sixties—mighty freight and passenger steam engines of today.

To make this vivid setting even more colorful, the Standard Oil Company (Indiana) will utilize the upper interior of this dome for a most unusual and dramatic exhibit, pictorially presenting the development of the use of petroleum products in all fields of transportation.

And, finally, an airplane of the type produced twenty-five years ago, small and frail, will be shown beside an example of latest and speediest multi-motored passenger transport plane.

On the first floor at the south end of the Travel and Transport Building, the railroads will have exhibits dramatizing what they have done to develop the areas they serve, and the tremendous advance they have made in equipment and conveniences for the traveling public.

Proceeding past the railroad exhibits for several hundred feet, one arrives at the Great Hall. Here, under a barrel-shaped dome 80 feet high, 220 feet long and 100 feet wide, will be other interesting exhibits of marine, land and air transportation.

In front of and north of the Great Hall will be the exhibits of the automotive and associated industries.

Visitors may ascend to the second floor of the Travel and Transport Building by many stairways, both inside and outside the building. They may ascend in wheeled vehicles up the ramp provided for those who prefer to ride. Or, they may step on an ultra-modern escalator installed by the Otis Elevator Company and be transported quickly and effortlessly to the exhibits on the second floor.

Here will be the exhibits of railroad equipment, supplies and engineering, highway engineering, maritime and mechanical engineering and automotive equipment.

To the south of the Travel and Transport Building a large area is under development for exhibits of modern air-conditioned trains and of heavy machinery used for handling materials in construction work pertaining to transportation. The exhibits of railroad trains will be the central feature of this area. Three American systems have contracted to exhibit trains displaying the most modern equipment and service, and a foreign company has tentatively agreed to present the finest train of its system.

### **Pageant of Transportation**

Six major epochs in American transportation will be enacted in a Pageant of Transportation with an historic cast of locomotives, steamships, automobiles and airplanes.

A triple stage, similar to those built by the ancient Greeks and to the modern ones constructed by Max Reinhardt in Germany, is to be built east of Leif Eriksen Drive across from the Travel and Transport Building.

On the fore stage, 250 feet long, will be placed a standard railroad track and a full width highway. The inner stage, where most of the drama will take place, will be equipped with two large revolving platforms, each 30 feet in diameter. At the rear of these platforms a stage for water craft will open into Lake Michigan.

From the first crudely-constructed wagons of a hundred years ago to the giant locomotives and air conditioned trains, airplanes, seaplanes and amphibians of today, every type of conveyance that has transported man from the time of the humble log-cabins of 1833 to the skyscraping structures of 1933 will be represented in this ambitious pageant.





THREE COMPLETED PAVILIONS OF GENERAL EXHIBITS GROUP

### General Exhibits Group

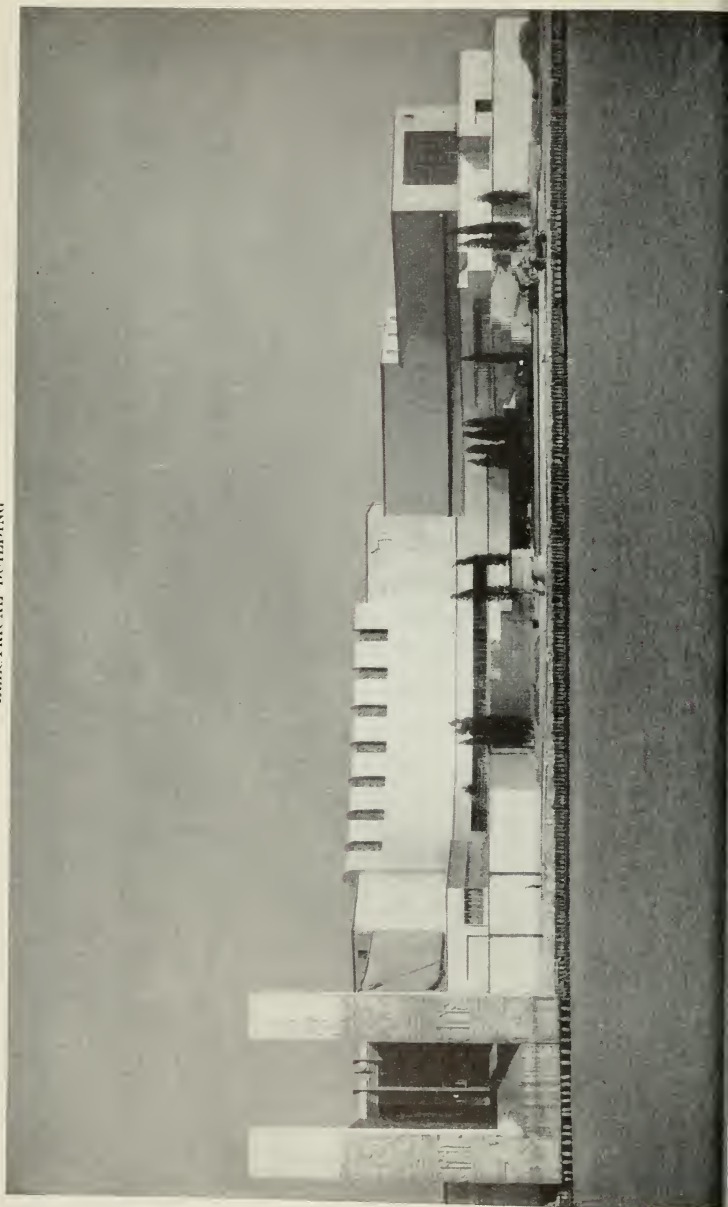
The General Exhibits Group, with its terraces, courts opening toward the lagoons, and its pools, will be an invitation to Fair visitors to enter and see portrayed the vivid stories of the graphic arts, furniture, office equipment, jewelry, cosmetics, sporting and leather goods, the textile and mineral industries and industrial engineering.

Comb-shaped in plan, with five pavilions and four courts opening toward the lagoon, the Exhibits Group connects with the Hall of Science by a double-decked arcade, on which will be attractive displays and shops. Visitors may pass from building to building either on the ground floor, or on the second floor levels.

The arms of the pavilions, 110 feet in width, are separated by courts 120 feet across. The central architectural feature of each pavilion is a great hall, 40 feet wide by 160 feet long, with a ceiling of unusual height, lending itself to spectacular effects. Stairs and ramps lead to the upper level from which one may look down into the main hall. Strolling from the upper level to the terraces, one will be able to view the crowds below, moving about the courts with their clear pools and beautiful landscaping.

The General Exhibits buildings constitute another outstanding example of the Exposition's architecture. Adaptable within to the wide variety of uses to which they will be put, these buildings are yet easy of construction and are being produced at a remarkably low cost.

ELECTRICAL BUILDING



## Electrical Building



THE epic story of electricity, which was little more than a laboratory curiosity a century ago but has become within a few decades the most valuable form of energy, will be vividly unfolded for the benefit of Exposition visitors within the walls of the Electrical building.

The Electrical building, with the adjoining Radio and Communications building near the center of Northerly Island, is one of the most impressive structures on the Exposition grounds. At night its illumination, employing both brilliance and soft glows in a scheme of rare beauty, will be reflected in the waters of the lagoon along which it and its associated structures stretch for nearly a quarter of a mile.

This great semi-circular building encloses a beautifully landscaped court, in the center of which a fountain will toss its spray in myriad forms and colors. On either side of a group of pylons on the east wall and dominating the court are two bas-relief panels 50 feet square, vividly illustrating man's struggle to wrest energy from Nature.

"Light is the beginning of all Things. From the utmost ether it issues shaping the stars, answering in its patterns to the majesty of creative thought."

"Energy is the substance of all things—the cycles of the atoms, the play of the elements are in forms cast as by a mighty hand to become the world's foundations."

On the first floor, in a great circular hall, there will be exhibits by the leading manufacturers of electrical equipment and appliances.

These and the other exhibits will give the visitor an insight into the generation, distribution and utilization of electric energy. Generating and distributing companies, as well as electrical equipment manufacturers, will demonstrate the use that is made of devices designed to eliminate drudgery in the home, the office, the factory, and on the farm; devices to assist the dental and the medical professions; devices to hasten the manufacturing processes; and devices to beautify our surroundings and to make them more comfortable.

Ascending from the great hall by two wide stairways, the visitor will arrive on a balcony opening on a series of terraces. On this balcony a number of utility companies will present the story of the generation and distribution of electrical energy and of its numerous uses.

A water gateway flanked by two huge pylons more than 100 feet in height will provide a landing for visitors who come from the mainland by water. From this water gateway a wide staircase will lead up to the great circular hall.



ENTRANCE TO RADIO AND COMMUNICATIONS BUILDING

### Radio and Communications Building

The Radio and Communications building, bordering Lake Michigan and situated between the Hall of Social Science and the Electrical building, is a rectangular structure with extensive gardens on the east side.

Above the entrance on the lagoon side of this structure there is a great bas-relief panel, bearing the inscription, "The Conquest of Time and Space," and showing heroic sculptured figures. At either side of the entrance are outside stairways.

Upon entering, the visitor will find himself in a concourse, its walls rising the full height of the building, with wide stairways providing means of ascent to the second floor. The exhibits of communications by wire and wireless and all their varied contribution to modern life will be shown here.

In the center of the beautiful Communications Gardens to the east side of the Radio and Communications building four gigantic pylons rise more than 100 feet in the air, so designed by their structure and coloring as to simulate giant trees surrounding a court and fountains.



## Hall of Social Science

Outdoor exhibits and indoor exhibits will combine to tell a comprehensive story of Social Science, tracing the life of man from early prehistoric times to the present.

The outdoor area consists of several acres extending north of the Thirty-first Street entrance to the Exposition and across the pedestrian way from the Maya Building. Here various groups of Indians will be shown living their native life. For example, a section of a Northwest Coast village will be reproduced with its plank houses and carved totem poles. Next will be one of the woodlands groups living in wigwams and practicing a limited agriculture. In contrast to these there will be the tipidwelling Indians of the plains; the Navajos, semi-nomadic herders whose culture has been modified by contact with the Pueblos; the Pueblo Dwellers living in their terraced villages; and possibly one of the more advanced groups of the Mexican Indians.

Across the pedestrian way there will be some of the more striking examples of the earthworks of the Mound Builders, such as effigy mounds, fortresses and the earth pyramids of the lower Mississippi.

The outdoor exhibit will culminate in a reproduction of one of the great Maya buildings of Yucatan, the Nunnery at Uxmal, an expression of the highest development of American aboriginal culture.

The indoor exhibits will be housed in the Hall of Social Science, situated on the Northerly Island between the Federal and States Group and the Communications Building, and connected with the Hall of Science by a bridge across the lagoon, which will enable the visitor to pass directly from the natural to the social sciences.



WEST FRONT OF HALL OF SOCIAL SCIENCE

On the ground floor of the Hall of Social Science a central exhibit—the American family—sets the keynote for the stories of education and social work. By means of a group approaching life size the Colonial family will be shown. The women are seen spinning, weaving and making garments, drying fruits and meats, while the children play at the work of their elders. Through the open door the head of the family may be seen breaking the soil with his plow.

This scene appears for a moment; then a screen descends. The family which has just been seen now reappears in its tiny house which, in turn, forms part of a small village. Nearby are a church, a school and a courthouse—the seats of the chief activities of this self-sufficient community. Out of the village leads a boggy road over which a horseman and stage-coach struggle.

While this screen is down the stage revolves and, as it rises, the American family of 1933 appears, living in a city apartment. In one room is a radio, in another a refrigerator, while a few cans on the shelf indicate the nature of the food supply. Most of the activities and amusements of the Colonial family have gone out of this home. The apartment appears as a part of a huge building, which in turn is part of a modern city with its amusement houses, parks, schools and factories. The boggy road has given way to an automobile highway and railroad, above which an airplane soars.

The dramatic story of anthropology is portrayed nearby, the first exhibit being a huge relief map showing the nine culture areas of North America. Another display tells how the story of the past is read. A section of the city dump does it simply but effectively. What will be thrown



SCULPTURED PYLONS—NORTH FRONT

into the dump in 1933? Electric light bulbs, wrecked or obsolete radios, automobiles, and countless other objects of our daily life. What went in the pile in 1893? Oil lamps, horseshoes, wagon wheels, corsets and other evidences of an earlier epoch. Still further back we come to the remains of Indian life. The youngest child can grasp in a moment the method of reading this story of change and development.

A section taken from Castillo Grotto in Spain shows the record of 50,000 years sealed in the rocks, while dioramas tell the story of the life of its different epochs.

An exact reproduction of an Indian Mound from Central Illinois with its skeletons and the objects used by its builders, shows three successive cultures. This portion of the anthropological exhibit unfolds history nearly as authentic as that based on written records.

This in turn leads to the exhibits in psychology and sociology and on to statistics, economics, and political science.

By means of moving lights on illuminated maps the visitor will see the world-wide distribution of the sources of supply for the average man's dinner table: spices from India; coffee from Brazil; wheat, meat, etc., from various parts of our own country. He will see from what ends of the earth come the clothes he wears, the material for the books he reads, the motion pictures he enjoys.

Coordinated with the story of origins will be the more purely economic aspects of industry, agriculture and distribution. The factors that go toward making price, cost, profit will be explained graphically; the redistribution of capital by philanthropy and taxation; the function of the gold standard, monetary systems, exchange; tariffs, trade agreements, etc., covering, of course, only a few of the simpler, less controversial concepts in these fields.

The next set of exhibits will start with the portrayal of a Colonial community, and then in a series of pictures, dioramas and motion pictures the visitor will watch the development of a great urban community, the City of Chicago, with all its varied characteristics and problems.

In the section on education the general theme of the changing family will be the starting point, and the development of the American school in response to American needs will be shown. Exhibits will show (1) the increasing complexity of social and economic life, and (2) the decreasing part children play in the economic community. The newer developments in education will be exhibited.

The presentation of the growth of the university and the development of higher education of women will be among the significant exhibits, and they will tell a continuous story of the advance in higher education.

## Home and Industrial Arts



THE Home and Industrial Arts exhibit promises to write a new chapter to the story of home building—one that will bring people everywhere homes that are more comfortable, livable and attractive.

The exhibit will comprise eight houses and a series of exhibit pavilions, to demonstrate under practical conditions the solution to certain housing problems.

Each of the houses exhibited in this show will be built of a different material. Architecturally, they will be departures from anything done heretofore in America. Two or three will be fabricated in factories and assembled on the lot. Several of the houses will be air-cooled in summer and humidified in winter. Each will present a new solution to the problems of the kitchen and the laundry and will introduce new mechanical means of doing heavy household tasks. Each house will be provided with modern furnishings and decoration. Each will utilize every foot of space for the comfort and convenience of its dwellers. In addition, the houses will be equipped with new types of heating plants, utilizing everything from coal, oil and gas to electricity. Each house, it is expected, will be priced considerably below what the average American home owner has been accustomed to pay.

Arrangements for the construction of the eight exhibit houses have already been made. These houses will be built by the following interests: Lumber Industries, Masonite Corporation, American Rolling Mill Company, Ferro Enamel Corporation, General Houses, Inc., John C. B. Moore, Carl A. Strand, Common Brick Association, and the State of Florida.

The interiors of the houses will be executed by nationally known interior designers. Wolfgang Hoffman, Inc., Russel Wright, Gilbert Rohde, and Eastman Kuhne Galleries will decorate four of the houses, while Ladies' Home Journal, Good Housekeeping, and the Kroehler Furniture Companies are arranging others.

A group landscape plan is being developed by James W. Owen of Bloomington, Illinois.

### *Pavilions*

In addition to the eight homes there are several pavilions devoted to illustrating special features of home building. The Florida pavilion will illustrate the effects that may be obtained by the use of coral, floratine and travertine as building materials. It will be decorated and furnished by Eastman Kuhne Galleries. The W. & J. Sloane pavilion will contain several rooms exhibiting





THE  
LUMBER  
INDUSTRIES  
HOUSE



THE  
FLORIDA  
HOUSE



COMMON  
BRICK  
HOUSE



THE  
MASONITE  
HOUSE



THE GENERAL HOUSES, INC.

interior decorations. George Fred Keek will build a bizarre, futuristic pavilion, equipped with trick mechanical devices and extreme ideas for the home. James W. Owen, in a landscape pavilion, will illustrate the part landscaping, trees, shrubs and flowers may play in attractive homes.

### Home Planning Hall

"Home Planning Hall," the main exhibit pavilion of the group, will be one of the outstanding features of the Exposition. Air conditioning devices of all kinds will be exhibited here, including insulating materials, heating and cooling systems and blower systems. Household equipment will be demonstrated in other exhibit spaces by the leading manufacturers in each particular field. The visitor will also be enabled to study the newer phases of house building as revealed by exhibits of building material companies, for here will be told the story of flooring, walls, roofing, hardware, etc., as well. A feature of special interest to women will be a series of galleries of fine modern glass, china, wallpaper and other decorative furnishings.

In the south hall of the building the gas industries will unfold the story of the production and distribution of gas and of its uses in the home.

The Johns-Manville Company will construct a special building demonstrating the control of heat, cold, sound, fire and vibration by the utilization of the company's products.

An exhibit building to be erected by the Southern Cypress Manufacturers' Association will be of mountain lodge type with an arcade and trellis. It will demonstrate the uses of cypress as a building material. Ancient lamp posts, sewer pipes and grave markers, all made of cypress, which have withstood the ravages of time for scores of years, will be on display.



HOME PLANNING HALL

## Agricultural Building



THE agricultural exhibits of the Exposition will be housed in a structure on Northerly Island adjacent to the Federal Building and the Hall of States. This building, like other exhibit buildings, is modern in design and is artificially lighted and ventilated.

It is a steel-frame structure 600 feet long, 100 feet wide and 40 feet high, with roof terraces extending the full length of the building on the west side. Fitted up as outdoor lounges, these terraces will provide a perfect vantage point for viewing the colorful lagoon activities.

At night, concealed neon tubes lining the 600-foot fin on top of the building will give a unique decorative effect to its exterior.

An unusual shaped corridor 40 feet high, extending from the north to the south end of the building, is the central feature from which will branch the many exhibits on both sides. In this huge corridor the displays will relate almost exclusively to the preparation and distribution of foods, the methods of which have been revolutionized within a century.

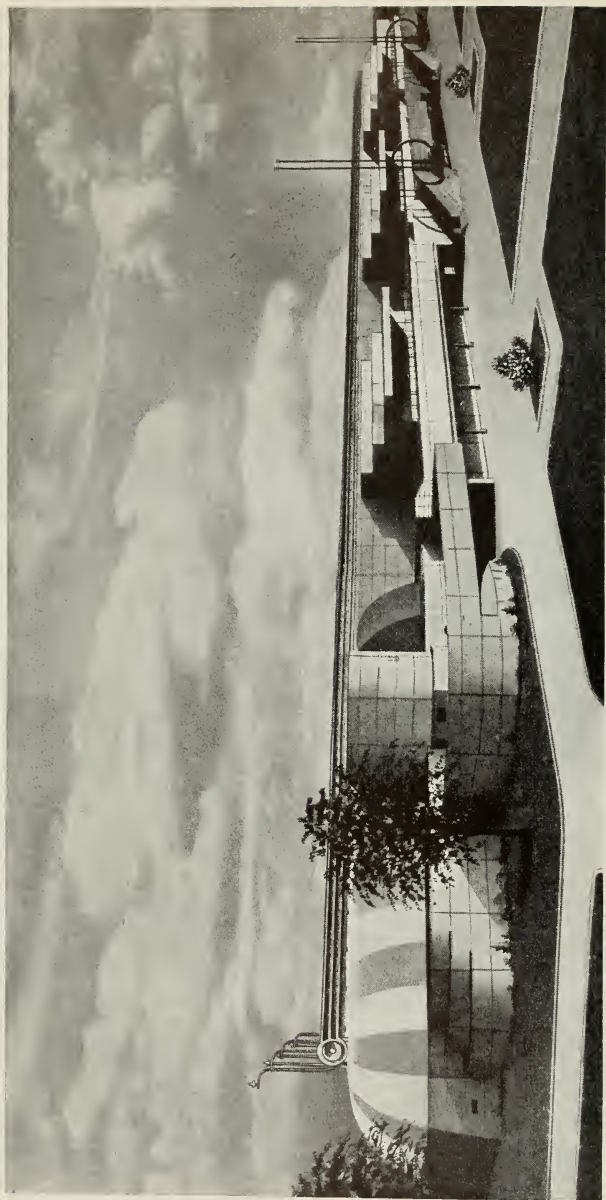
A great agricultural implement display will occupy one end of the building, demonstrating the progress made in the methods of tillage and harvesting.

Throughout the agricultural exhibits, emphasis will be laid on the phenomenal progress this industry has made by the aid of scientific research. Nearly every science has made notable contributions to agriculture—biology in plant and animal breeding, chemistry in insecticides and fungicides and in soil analysis, physics in machinery and power, geology in soil origins and treatment, meteorology in weather forecasts, medicine in the prevention and cure of animal diseases, dietetics in balanced rations for growth or milk production, entomology in the control of insect pests, and so on through nearly the whole range of scientific advance. In agriculture science has banished the specter of general hunger that heretofore has haunted much of the world. The Agricultural Building will contain the story of this supreme achievement.

### *Live Stock and Meat Exhibit*

All factors in the live stock and meat industry—producers of live stock, stockyard companies, packers, sausage makers, retailers of meat, and affiliated groups have joined together to produce a unified exhibit that will picture in a realistic and interesting way the progress of a century in the production of live stock and meat. On

AGRICULTURAL BUILDING

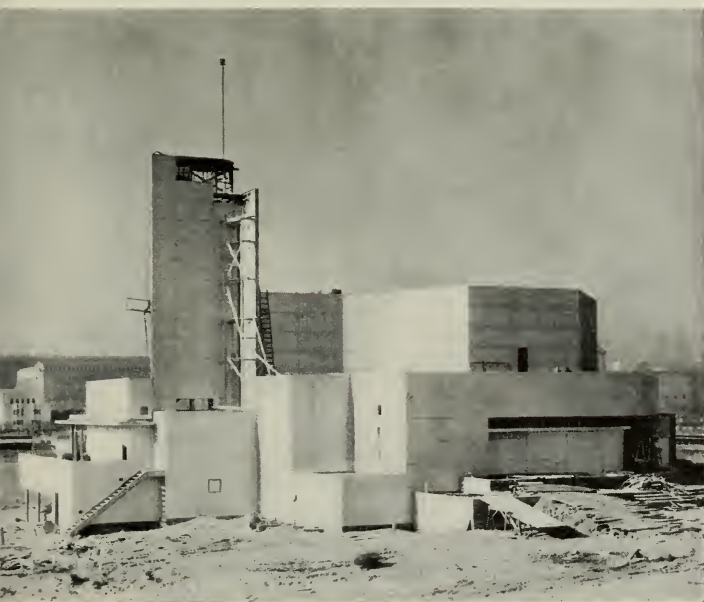




entering the exhibit, the visitor will feel himself transported into the great range country of the west. Thence he will be led in an orderly sequence of interesting steps to the ultimate consumer, and he will probably for the first time realize the magnitude, complexity, and great importance of the industry.

The latest methods of marketing and transporting live stock will be contrasted with the discarded methods of the past, and relationships among the different branches of the industry will also be shown. Since the exhibit will be representative of the entire industry, no trademarks or brand names will be shown.

All the fine points of marketing meats—the strict supervision of United States government inspection, careful regulation of cooling temperatures, the care in packing and shipping, and even the loading of a full-sized refrigerator car—will be shown in an interesting and understandable manner. A feature provided with the co-operation of the United States Department of Agriculture that will be particularly interesting to women is the showing in an attractive way of new information on meat foods secured from specialists in all parts of the country.



DAIRY BUILDING—UNDER CONSTRUCTION

## Dairy Building



ONE of the impressive shows at the Exposition will be staged by the Century Dairy Exhibit, Inc., the collective display of America's three-billion-dollar dairy industry. It will present, in graphic and dramatic fashion, the progress which has been made in the dairy industry in the past century.

The exhibit will be housed in the Dairy Building, an oval-shaped structure just west of the north end of the Agricultural Building on Northerly Island.

The Dairy Building is to be milk-white, 167 feet long, 114 feet wide, and distinguished by a tower 69 feet high. Visitors entering the main auditorium will proceed along one of the three runways looking down upon a stage, the central feature of which will be a fountain of milk, with sculpture symbolizing the place of milk in the development of civilization. A giant mural in mobile color, two stories high and 90 feet long, will present visually the development of the industry.

Adjoining the main auditorium will be exhibit halls, in which will be exhibits vividly portraying the stories of the contribution of science and engineering to the production, handling, manufacture and distribution of butter, cheese, condensed milk, pasteurized milk, certified milk, ice cream, and the making of beverages and by-products.

An auditorium, a dairy cafe and a club room will supplement these interesting exhibits.

In keeping with the purpose of A Century of Progress, the dairy industry exhibit will stress the contribution of science to the industry, and to the uniformity and improved quality of its food products.

### Organization Committee and Directorate of Collective Dairy Industry Exhibit

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H. P. Olsen, Milwaukee  
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F. D. Walmsley, Chicago  
E. F. Wellingshoff, Elmira, N. Y.

# Special Buildings

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**I**N ADDITION to the buildings designed and constructed by A Century of Progress, there are many others, some of great distinction. Some of them are for the exhibition of governmental activities, others have been erected for industrial displays, and still others are primarily for the convenience of visitors. Among these special structures, the following are particularly noteworthy.

## Federal Building

The Federal Building, which will house the principal exhibits of the United States government for which Congress appropriated \$1,000,000, is being constructed on Northerly Island adjoining the great V-shaped Hall of States.

This structure will be 620 feet long and 300 feet wide, with a rotunda 70 feet in diameter surmounted by a 75-foot dome. Around this dome will be grouped three fluted towers, 150 feet high, typifying the three branches of government, legislative, executive, and judicial. On the west front of the building will be a plaza extending to the lagoon and connected by a 40-foot span to an embarcadero where on state occasions dignitaries will disembark.

The departments represented by exhibits within this building will be those of Agriculture, Commerce, State, Interior, Navy, Labor, Treasury, War, Justice, and Post Office, and, in addition, there will be exhibits of the Smithsonian Institution, the Shipping Board, the Government Printing Office, the National Advisory Committee for Aeronautics, and the Panama Canal, the Library of Congress, the National Capital Park and Planning Commission and the Veterans' Administration.

The Agricultural Department's exhibit will include a dramatic presentation of the changes in farm operations during the past century due to improvements in engineering methods and the use of machinery; the gathering and dissemination of market information and analyses of business trends; marketing, grading and inspection service; land utilization, and other departmental functions.

The Department of Commerce will present the work of the Aeronautics Branch, the Bureau of Standards, the Census Bureau, the Bureau of Foreign and Domestic

Commercee, the Bureau of Fisheries, the Bureau of Lighthouses, the Coast and Geodetic Survey, the Patent Office, the Navigation and Steamboat Inspection Service, and the Bureau of Mines.

The exhibit of the Department of State will be divided into two sections, that of the Department proper and that of the Foreign Service. The former will present a collection of historic documents and the growth of the Department in the past hundred years.

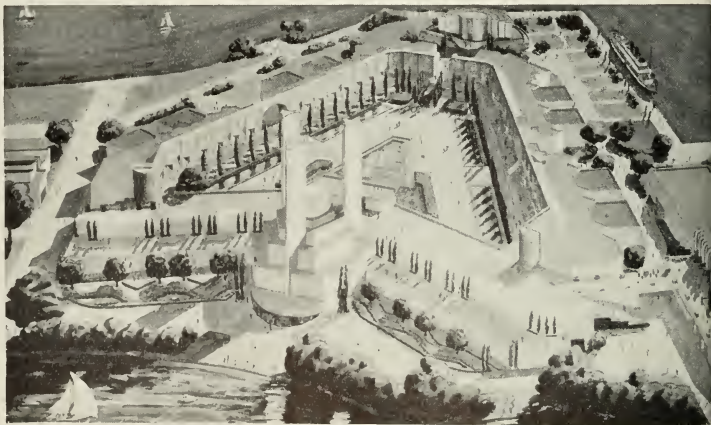
The Navy Department will present an exhibit showing the relation of the navy to the economic welfare and the general prosperity of the people of the United States.

The War Department is planning an encampment of troops within, or adjacent to the Exposition grounds. The only exhibit made by this Department in the Federal Building will be that of the Corps of Engineers, illustrating methods of construction covering river and harbor improvement, Mississippi River flood control, the Wilson Dam, and the Nicaragua Canal survey.

The Treasury Department exhibit will contain special exhibits by the Bureau of the Mint, the Bureau of Engraving and Printing, the Bureau of Narcotics, and the Public Health Service.

The Department of Labor exhibit will present the history of labor and the development of child welfare in this country during the past hundred years.

Since the United States Commissioner is responsible for the entertainment of distinguished visitors and the representatives of foreign countries, the Federal Building will include, in addition to the exhibits, a large reception



FEDERAL AND STATES BUILDINGS



room, a model kitchen, a pantry and caterer's quarters, and offices for the Commissioner, Honorable Harry S. New, the Assistant Commissioner, Colonel W. B. Causey, and their staff.

## Hall of States

A Century of Progress presents a distinct departure from previous American expositions in that there are to be no separate state buildings. One great building will house the official state exhibits in accordance with a plan which has met with the unqualified approval of the participating states, because it avoids the great expense of many separate buildings and preserves the obvious advantage of concentration while giving ample opportunity for variety, individuality and pleasing contrasts.

The location of the Hall of States is on Northerly Island, with the Agricultural Building on the north, "The Sky Ride" and the Social Science Building on the south, Lake Michigan on the east and the Federal Building, which faces the lagoon, on the west. This structure is V-shaped and two stories in height, 500 feet across at the base and with two arms 500 feet long and 140 feet wide at the widest point. The open part of the V faces west in an enclosed court which contains a sunken garden with appropriate landscaping. Opening from this court there are entrances to the various state and territorial exhibits.

At the open end of the Hall of States is the Federal Building, which quite appropriately is the base and central figure of the whole Federal and State family.

## General Motors Building

The General Motors exhibition building, now nearing completion on the Exposition grounds, faces west across Leif Eriksen Drive at its intersection with Thirty-first Street.

This building is in the form of a rectangle with rounded corners, 454 feet long and 306 feet wide. A great entrance lobby leads from the street to a balcony overlooking an assembly plant where visitors may watch automobiles put together. This portion is 420 feet long and 90 feet wide. The balcony extends its full length and around its ends.

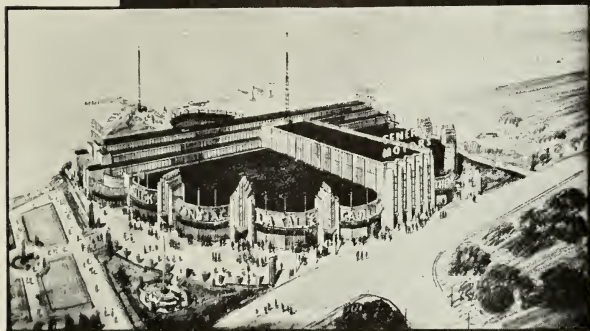
To the north and south of the lobby are exhibit spaces, and above the entrance lobby rises a 173-foot tower.

The lower level of the building is to be devoted to truck displays and other exhibits. There also is a lecture room and stage on this level.

This building is of steel frame construction with the exterior covering of sheet metal and wall board and metal

ORIGINAL  
MODEL OF  
CHRYSLER  
BUILDING

ARCHITECTS  
CONCEPTION  
OF GENERAL  
MOTORS  
BUILDING



sashes for the windows. At night, the exterior is to be brilliantly illuminated to accent the painted color plan of its walls.

In addition to the displays of automobiles and trucks, there will be exhibits of other products manufactured by the General Motors Corporation and its subsidiaries.

General Motors Corporation was the first industrial concern to contract for the erection of a special display building on the Exposition grounds.

## Chrysler Building

Both in architecture and in its exhibits, the Chrysler exhibition building, now under construction on the grounds of the Exposition, will stress motion, the keynote of the Exposition's exhibit scheme.

On its quarter-mile outdoor track, visitors will be invited to test the various Chrysler models. There will be a so-called Belgian roll, a device that bumps a car about and subjects it to every conceivable test it would undergo in actual use; sound motion pictures illustrating methods of construction; wind and weather tests in a glass refrigerator show case; and detailed exhibits of motor, body, chassis and tires.

This building will be a two-story structure, with the walls of its main exhibition area 125 feet high.

It will be situated at Thirty-first Street and Leif Erikson Drive, north of the main Travel and Transport Building. An open walk will lead to the second floor of the building. In the space below this walk there will be a group of animated exhibits. An interesting feature of the second floor, which will be reached by four ramps, will be an observation deck that will provide visitors with a clear view of the entire grounds and of the cars that are being driven around the outdoor track.

The area at the left of the covered passageway will be occupied by a long, narrow court, extending from the Thirty-first Street entrance to the main part of the building. A pool flanked by gravel walks shaded by stainless steel umbrella trees will be placed in the center of the court. At the south end of the court will be the main exhibition area, known as Walter P. Chrysler Hall.

### Firestone Building

The building of the Firestone Tire and Rubber Company, now under construction near the Twenty-third Street entrance, will house an outstanding and complete exhibit of the production of rubber and of rubber tires.

It will be a structure of modern architectural design with two main entrances—one centered on Leif Erikson Drive and the other facing the Twenty-third Street entrance. In addition to the main building there will be two groups of shops or show windows, both fronting on the great circular plaza of the Twenty-third Street entrance. Many products of the rubber industry will be shown in these exhibits.

The main building will consist of a hall 50 feet wide and 150 feet long, a large exhibition room, two lounge rooms, offices, stock room and a power plant. A suite of rooms and a large outdoor terrace will occupy the mezzanine floor.



FIRESTONE BUILDING



MODEL OF SEARS, ROEBUCK BUILDING

### **Sears, Roebuck Building**

Service to Exposition visitors is the motive that has inspired the erection and equipment of the gleaming white modern building, with its 150-foot tower, that Sears, Roebuck and Company has under construction on the Fair grounds.

There will be relaxation, refreshment and recreation for the Exposition visitor within and on the broad wings of the Sears, Roebuck Building, which is located across the street from and south of the Administration Building. Here, he may telephone or telegraph, check parcels or wraps and obtain information about transportation or the Exposition itself. A delightful restaurant, a children's playground and an emergency hospital suggest the wide scope of services which will be provided.

Exhibits, pictures and demonstrations will present the absorbing story of merchandising. Particularly interesting and informative will be a relief map of the United States, probably the largest in the world, with lights indicating the locations of Sears' stores throughout the country.

Although this building will be windowless, adequate ventilation and illumination are provided. Its circulating plant will move 91,300 cubic feet of air every minute, and its electrical consumption will equal that of 1,800 ordinary six-room residences.

### **American Radiator Building**

The American Radiator and Standard Sanitary Corporation, one of the leading manufacturers of heating



apparatus and plumbing goods with forty-three factories in North America and fourteen in Europe, is making elaborate preparations for its building and exhibits on the grounds of the Exposition.

Its bureau of design development, now at work on interior planning, was established to develop the design of its products in relation to modern architecture.

The new ideas evolved by this bureau for the American Radiator's exhibit building are expected to result in revolutionary changes in the heating and plumbing of commercial and apartment buildings as well as private homes.

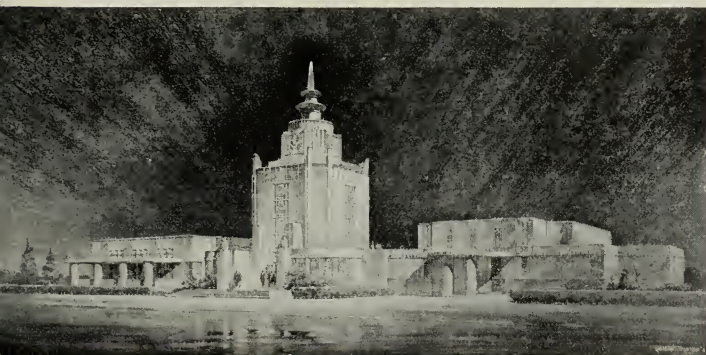
### Illinois Host Building

The Illinois Host Building, under construction at Leif Eriksen Drive east of Soldier Field, will be the headquarters for citizens of Illinois and a host building to distinguished visitors welcomed in the name of the state.

Its central section will be a high-ceilinged "grand hall" from which the lounge-room and verandas to the south and the auditorium and Lincoln rooms to the north will be reached. This central section is surmounted by an aluminum tower. Indirect, vari-colored lighting upon this tower will produce beautiful effects at night.

Entering the grand hall from the main entrance, the visitor will see on the wall a large mural showing colorful episodes in the history of Illinois. Here there will be information counters and offices for members of A Century of Progress Illinois Commission.

Turning to the right, visitors will pass down a corridor to the auditorium, which will accommodate 300 persons, and will be equipped with a stage and a projection-booth.



ILLINOIS HOST BUILDING

Lectures will be given and moving pictures shown informing visitors on the state's progress in social science, public welfare and other state activities. In six panels ranged about the walls will be photo-murals of momentous scenes in the state's history.

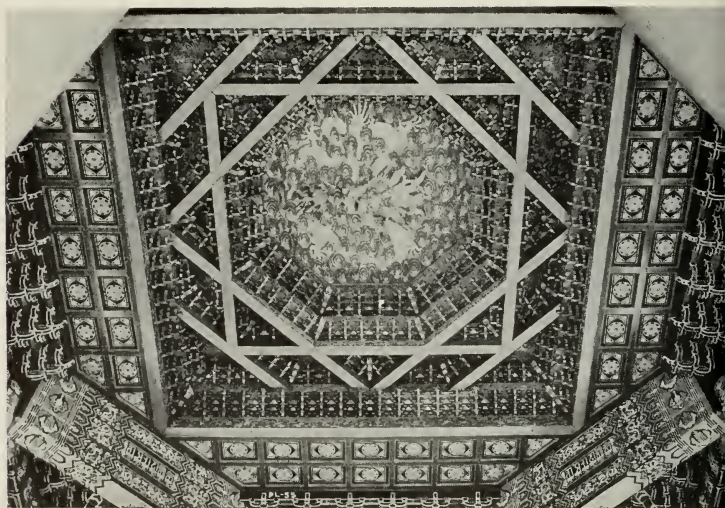
Also in this wing will be the Lincoln rooms containing Lincolniana and copies of the fireplace, doors, windows and wallpaper used in the Lincoln homestead in Springfield.

### Edison Memorial

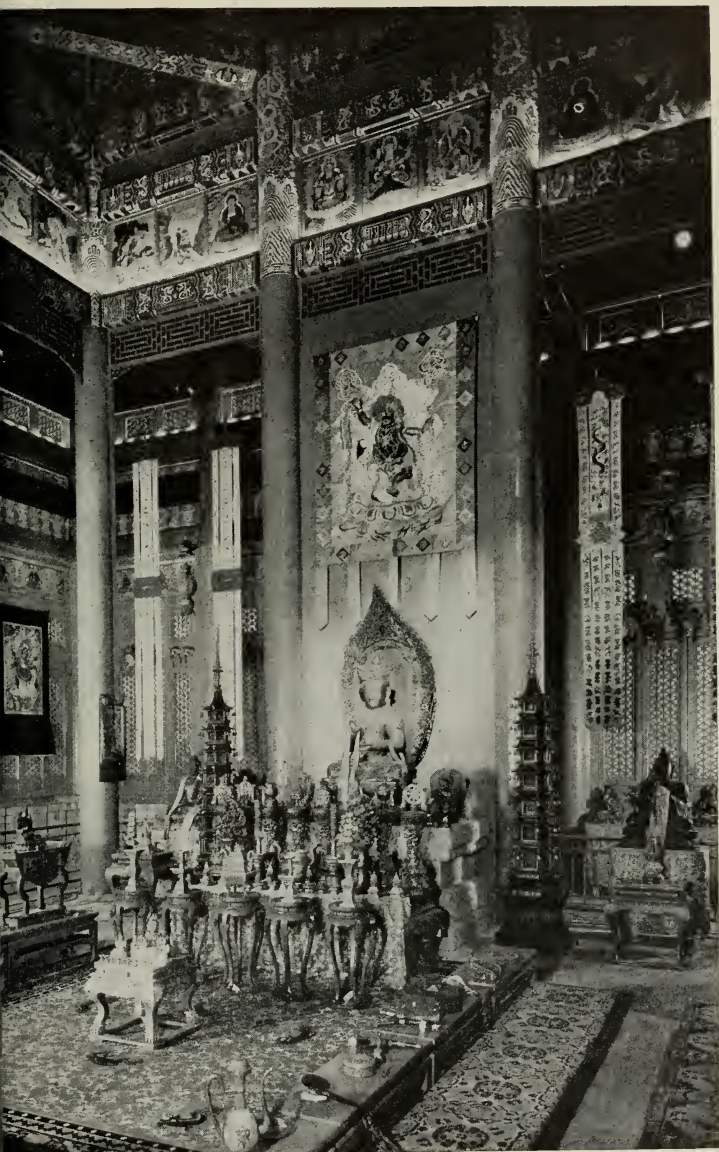
This structure, which is to be built as a memorial to Thomas A. Edison, will, in its simple, monumental and dignified architecture, attempt to reproduce the spirit which Edison represented to the world. Appropriately enough, it will be erected on the lagoon's edge, adjoining the Electrical Group.

The Memorial will house displays setting forth the fundamental discoveries that this great inventor contributed to science during his long years of service to humanity.

Edison's garden at his home in Orange, New Jersey, was one of his most pleasant avocations and the place in which he spent much of his leisure time. The garden which is planned outside the Memorial will be planted with flowers and plants and shaded by a great oak tree, all of which will be brought to Chicago from Edison's own garden.



LACELIKE CEILING OF CHINESE LAMA TEMPLE



INTERIOR OF CHINESE LAMA TEMPLE



## Chinese Lama Temple



FROM the present with its daring structures of steel, embodying modern ideals of beauty and usefulness, Exposition visitors may travel back through the centuries and halfway around the world to an alien shrine.

It is the resplendent sight of the Golden Pavilion of Jehol, its gold-leaf roof glistening in the sunlight, that transports them to China of the eighteenth century, with its culture and art that amaze and delight us today.

The Golden Pavilion, the original of which was built in 1767 at Jehol, summer home of the Manchu emperors from 1714 until the termination of the dynasty twenty years ago, was brought to the 1933 World's Fair and the City of Chicago by Vincent Bendix, Exposition trustee. Dr. Sven Hedin, noted Swedish explorer, acting for Mr. Bendix, spent two years in Mongolia before he selected this as the finest existing example of Chinese Lama architecture.

Exact reproductions of the 28,000 pieces of which the Temple is composed were made and numbered at its site in China. A Chinese architect was employed to interpret these marks and to direct their assembly on the Exposition Grounds. Chinese artists painted and decorated the finished structure.

The Golden Pavilion is 70 feet square and 60 feet high, rising from a 4-foot pedestal. Its double decked roof of copper shingles is covered with 23 karat gold leaf. On the exterior, twenty-eight columns in red lacquer, 16 feet high, support the lower deck. Twenty-eight other columns, 30 feet high, form part of the wall. Inside, twelve 37-foot columns support the gilded ceiling and the upper deck.

Carved grills, in red, blue, yellow and gold, enclose the glass window panes. The cornice beams are gilded and carved with images of dragons, cats and dogs. Hundreds of pieces of carved wood form the gilded ceiling.

A Chinese guide, speaking excellent English and to the odors of incense, describes for visitors the treasures contained in the Temple. One of the interesting objects he points out is the "prayer wheel," which the devotees turn instead of repeating prayers. One turn of the wheel is the equivalent of many million prayers. There is an interesting temple drum, horns so long that the player requires the services of an assistant to hold them up, bronze and gilded wooden Buddhas, images of numerous other gods and goddesses, altar pieces, incense burners, trumpets, masks used in sacred dances, silver lamps, temple bells, rare carpets, and richly embroidered tapestries.





A CORNER OF THE LAMA TEMPLE

Within the temple are bronze and gilded wood Bud-dhas, altar pieces, images of other gods and goddesses, incense burners, masks used in the sacred dances, priestly robes woven of pure gold threads and other precious objects taken from Lama temples.



EXACT REPRODUCTIONS IN ORIGINAL COLORS OF ORNAMENTS AND  
DESIGNS FOUND ON THE MONJAS, OR NUNNERY, AT UXMAL, MAYA

Few people realize that the Indians of Mexico were building great palaces and temples of stone rubble and cement long before the coming of the Spanish. Few know of the high development of art, such as is displayed on them. The walls of these structures were covered with elaborate designs, huge mask heads, and great serpents carved in stone. The coloring of these ornaments were very brilliant and done with a surprising understanding of color schemes and arrangement.

## Maya Building



WHEN the Europeans first reached America they encountered many Indian tribes. Some lived in compact villages in houses of stone or adobe bricks; others were hunters and lived in tepees or dwellings easily moved. In general the tribes in North America were in a rather primitive state, but in Mexico and Middle America they had advanced far towards civilization. Among these most advanced peoples the best known are the Maya, Inca, Toltec and Aztec.

The Maya civilization probably had its beginnings centuries before the Christian era in the highlands of Guatemala and Honduras. From there it spread slowly into Yucatan, where it reached its highest development about 1200 A. D. These people built great cities in stone. On the tops of pyramids stood stately temples, government buildings and astronomical observatories, the stone walls of which were decorated with intricate carvings. Art, mathematics and astronomy were highly developed.

At the time of the arrival of the Spaniards, about 1530, the country was suffering from civil war and the culture was somewhat in decline. Nevertheless, the Maya offered sharp resistance to the invaders and were only subdued after a severe struggle. The conquerors wiped out the ruling educated class, burned and destroyed their books and written records, and left their cities in ruins. The descendants of the Maya still live in Yucatan and Central America, but the old civilization has vanished.

In order to bring to life this story of the past A Century of Progress cooperated with Tulane University of New Orleans in sending a party to Yucatan. This expedition gathered data necessary for the construction at the Fair of a replica of one of the finest of the Maya buildings. That chosen was the Nunnery at Uxmal, a Maya city southwest of Merida, the present capital of Yucatan, and about 80 kilometers inland. The model of the Nunnery, which is exhibited in the case in the north end of the Exhibition Hall of the Administration Building, was made at Tulane University.

This building will be located just north of the Thirty-first Street entrance. The great terrace, approached by a magnificent stairway, the high building opposite, and the two smaller buildings are now under construction.

Without doubt this reproduction of a vanished American civilization will be one of the most spectacular of the many interesting structures at the Fair. It will emphasize in a unique way the differences in life between that of a people having a highly developed culture, but little science, and that of a people with science at their command.



## Hall of Religion

The Hall of Religion is located midway between the Twenty-third Street Gate and the Twelfth Street entrance, directly on the South Lagoon. It will be a large, imposing building of modern architecture, made beautiful with stained glass windows, a pipe organ, small assembly-rooms, an auditorium and many other interesting features.

Over seven hundred invitations were issued by the Committee on Progress Through Religion to the Boards and Agencies of the many church denominations and religious organizations throughout the country to exhibit in the Hall of Religion. Each was asked to show the contribution it had made to the advancement of civilization in terms of education, health, social service, world peace, recreation and civics. These groups have been asked to tell the story of their labors, and to present a dramatic survey of their achievements, so that the visitor to the Exposition may measure them all as a unified spiritual influence in the same field, and at the same time recognize in each one the contribution of each particular faith.

In the main auditorium there will be held a series of conferences. The program of these conferences will be directed to clarifying the objectives and methods for the solution of present social problems. Emphasis will rest upon co-operation and not upon propaganda for special religious affiliations. These conferences will have for their subjects many phases of religious education, the attitude of Youth toward religion, changing forms of worship, the methodology of charity and social service, the co-operation of religious bodies for peace, and the organization of religious leaders for the reduction of poverty.



HALL OF RELIGION



## Concessions

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THE first aim of A Century of Progress is to provide instruction, inspiration and entertainment for its visitors—to give all who enter the Exposition grounds such a delightful time that they will desire to return again and again and to take their friends with them. In conformity with this aim, not only are there miles of free exhibits but there are picnic grounds on the island, free seats around the lagoons and on delightful terraces, comfortable lounges in special buildings, and such other things as free aquatic events, fireworks, bands, pageants, fountains and all the life and color that will characterize the Exposition. Nevertheless, there will be within the Exposition grounds some things for which, from their nature, visitors will pay. All such things are provided by concessions.

If a person wishes to ride from one part of the Exposition to another, he will patronize a transportation concession. Perhaps he will get aboard one of the spectacular General Motors buses, the first units of which have been operated with great success by the Greyhound Lines since the middle of July. Or he may prefer to take a wheel chair. On a warm day he will perhaps choose an electric launch or a more romantic gondola. If he is more venturesome, he may take flight in a Goodyear dirigible or in a giant Sikorsky airplane. If he wishes to leave the Exposition for a point on the shore to the north or the south, he may patronize the concession providing such transportation.

When visitors are hungry they will be served food by other concessionaires. The requirements for every taste and purse will be provided by concessions ranging from sandwich stands to restaurants of the highest quality. Concessions include also the right to sell a great variety of articles, such as souvenirs, guide books, illustrated books, photographs, programs, magazines, newspapers, and a hundred other things of interest to the Exposition visitor.

Concessions also include amusements, whether they be in the nature of athletic events, or concerts, or theatres, or thrilling rides, or oriental shows, or strange animals, or "the funnies," or any similar thing designed to furnish diversion. Amusements range from simple games of skill to pretentious shows and spectacles, the climax of which is reached in the Enchanted Island and Hollywood.

## The Enchanted Island



ON a five-acre tract on Northerly Island, there is one of the outstanding features of the Exposition, a development which will be a place of enchantment for children. Lying between the colorful lagoon and the lake, with much of the Exposition and the marvelous sky-line of Chicago visible in the distance, it occupies a place whose natural charm can hardly be surpassed. In its center a miniature mountain rises out of an artificial sea, and a little railway winds its way over strange lands and through weird caves and along the shore of an apparently boundless ocean. All the inhabitants (the guards and other employees) of these regions are dressed appropriately as characters from the enchanted lands of childhood. Along landscaped avenues are found the latest in playground and amusement devices; and shady nooks provide quiet retreats for stories and intellectual diversions when little feet become tired. One section of the area contains a little farm yard—bright little chickies, paddling duckies, playful piggies, a colt, a calf, a lamb, and a tiny striped burro. In another section are ponies for the venturesome. Here is a giant push-wagon, fifteen feet high, with a giant mechanical boy on top. Beneath is a shop in which wagons are made. There is a house of marbles.



ARCHITECTS CONCEPTION OF WONDERLAND FOR CHILDREN

On one side a pretentious building rises. It is the children's theatre. In it will be presented plays by children, plays for children, dances by children, puppet shows, midgets, magic, trained animals, acrobatics—by far the greatest series of entertainments ever provided for children. And there is a restaurant, an infirmary and a nursery for tiny tots and a headquarters for lost children. Here in this enclosed and protected wonderland parents may leave their children, confident of their safety and entertainment; and here they will find children who become lost anywhere on the Exposition grounds.

The Junior League of Chicago, during the winter months, is explaining the nature and scope of the Enchanted Island to the students in every elementary school in Chicago and its suburbs. In addition to providing these hundreds of descriptive talks to 400,000 pupils, the League will produce plays in the Children's Theatre throughout most of the period of the Fair.

The tens of thousands of children who will visit the Enchanted Island will be given pleasures that princes and princesses have never enjoyed, and they will carry back to several hundred thousand homes glowing accounts of the wonders of the Fair. With their parents they will visit the Exposition again and again; and for years they will hold glorious pictures of it in their memories, as did thousands of children who visited the Columbian Exposition in 1893.

### **The Sky Ride**

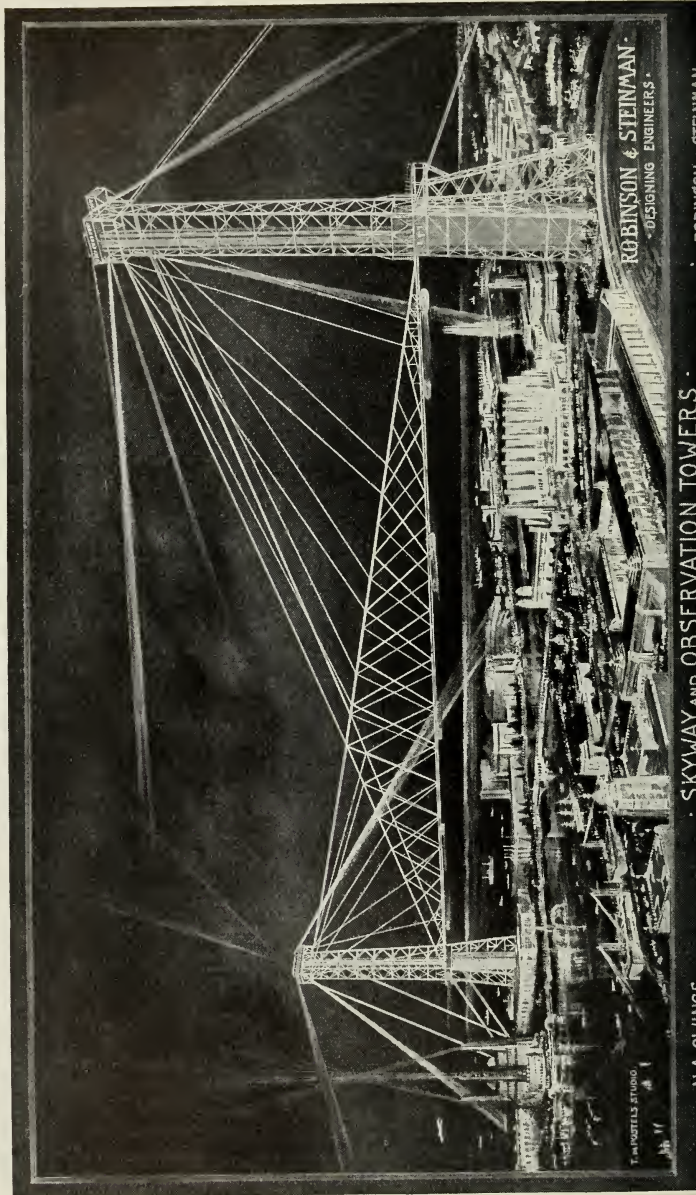
In 1893 the Ferris Wheel was the wonder of mechanical devices, as famous in its day as Barnum's elephant Jumbo. It was an enormous success both as a sensational ride and as a financial venture.

In 1933 the outstanding amusement structure on the Exposition grounds will be the Sky Ride. It consists of two enormous 620-foot steel towers, one on the main land south of Soldier Field and the other on the island nearly half a mile away, with a cable-way connecting the two at an altitude of 200 feet. From the observation floors at the top of these towers such a structure below as the Ferris Wheel would appear to be not much more than a child's toy.

When a visitor goes to the top of one of the Sky Ride towers he will be higher than the roof of any other building in Chicago, and 100 feet higher than the observation level of the Washington Monument. The Exposition will be spread out below him as a magic garden, more lovely than those that made Babylon famous throughout the world. To the westward he will see the city and its suburbs; to the southward, Hammond and Gary in Indiana;



ARCHITECTS DRAWING OF SKY RIDE





to the northward, the hills of southern Wisconsin; and to the eastward, on clear days, the sand dunes of Michigan. To add to his pleasures he will frequently see passing approximately at his level a shining silver Goodyear dirigible or a giant Sikorsky plane, loaded with merry passengers.

Only one span in the world, that of the George Washington Bridge across the Hudson River just above New York City, exceeds the Sky Ride cable-way in length. Its 1,850-foot span is being supported by steel cables whose wires have a breaking strength of 220,000 pounds per square inch of cross section. Suspended from this cable-way rocket cars will pass in from one tower to the other, giving the combined system of towers and cable-way a capacity of 4,800 visitors per hour. The tests of every element in the project are so exhaustive that visitors to the Exposition will be able to ride almost among the clouds more safely than they can drive in their own cars.

### The Garden and Flower Show

One of the most delightful and widely available avenues of aesthetic enjoyment is provided by gardens and flowers. For this reason A Century of Progress has set aside, on Northerly Island, nearly five acres of its choicest ground for a horticultural concession.

It is expected that the Garden and Flower Show, in its extensive buildings and spacious outdoor gardens, will present exhibits throughout the entire period of the Exposition to which visitors will be drawn again and again. Here will be shown, in season, every principal flower from tulips to chrysanthemums that adorns our gardens and conservatories, and here flower lovers will find a delightful home.



HORTICULTURAL BUILDING

## Hollywood

There has been no great exposition in the United States since motion pictures became the principal source of amusement of the masses. Consequently an unparalleled opportunity is now presented to use the glamour that envelops the industry in developing an exotic amusement center. Fortunately one word—Hollywood—stands in the mind of everyone for its stars, its mystery, its extraordinary appeal.

Hollywood at the Exposition will be developed on a large tract of land at the south end of Northerly Island, opposite the Twenty-third Street Plaza and at the eastern extremity of the circular bridge. Facing the lagoon there will be a gorgeous entrance, flanked on one side by an exotic restaurant, hanging over the water. A little beyond there will be a glamorous theatre, the Hall of Stars, connecting with Malibu Pool in which and around which much of the entertainment will center. Adjacent to the Hall of Stars will be the broadcasting studios which will be in operation from the opening hour to the closing and in which most of the broadcasting stars are expected to appear. There will be style shows and a novel theatre dedicated primarily to the dance.

Every day there will be some celebrity at the Fair—the President, a governor, a foreign ruler, a motion picture star—who will be photographed in Hollywood for the newsreel services which are advertising the Exposition in more than 40 countries. These celebrities will be transported to Hollywood in an appropriately decorated Hollywood boat. They will disembark in regal splendor at the Hollywood docks, then be conducted to the Hall of Stars or to Malibu Pool or to one of the “lots” for pictures. Every hour of the day will be filled with these activities or with photographic tests of girls aspiring to movie careers. In the dance theatre there will be the dance as a fine art, the dances of all lands, style shows, and other entertainment. In Malibu Pool there will be bathing beauties and fancy swimming and diving. In the restaurant there will be good food, music, dancing, and laughter, while the songs of gondoliers will be wafted in from the lagoons which at night will mirror the reflections of ten thousand varicolored lights from the opposite shore.

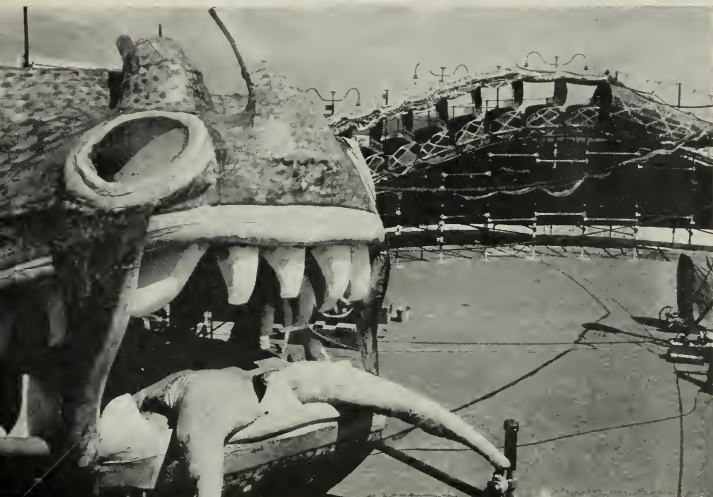
Every exposition has had a principal center of gayety and joyous life, but none hitherto has had so romantic a setting as the south end of Northerly Island or has had attached to it so much that is alluring and exotic as will be found in Hollywood. It is confidently believed that for many years it will stand as a model which other expositions will vainly attempt to equal.

## The Midway

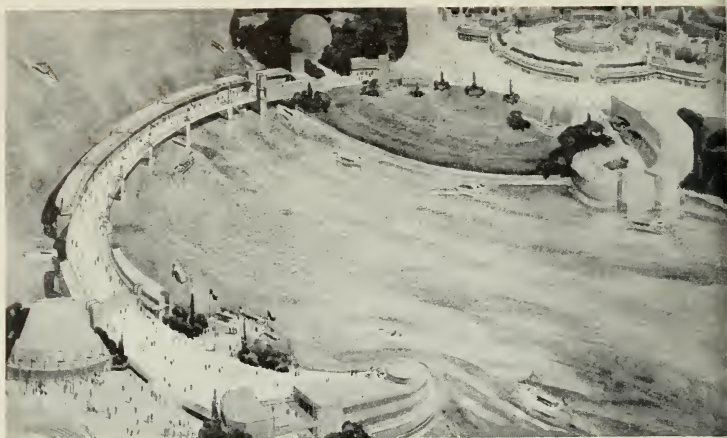


WHEN the Exposition closed its contest for a name for its amusement zone, it was found that a very large majority favored simply "The Midway." Evidently the unparalleled success of "The Midway Plaisance" (abbreviated by the public to "The Midway") of The World's Fair of 1893 has permanently introduced the term into our language as a symbol of joy and gayety. Fortunately, "The Midway" is a peculiarly appropriate name for the amusement zone in this Fair, for its center of jollity is located almost exactly in the middle of the Exposition grounds. North of it are the Twenty-third Street Plaza and the magnificent exhibits of science and industry that occupy the space to Twelfth Street. South of it, extending to Thirty-ninth Street, are railways and steamships and automobiles and airplanes and pageants relating to travel and transportation. Consequently every visitor, unless he is satisfied to see only half the Fair, will necessarily traverse the entire length of the amusement zone.

The sub-title, "City of a Million Lights," to some degree characterizes the Midway of this Exposition, though it falls short of suggesting the symphonies in color that can be achieved by the use of modern lights. Now all the hues of the rainbow are available to the artist for the



THE HEAD OF "BOZO"



CONCOURSE AND CIRCULAR BRIDGE

production of effects that were not even dreamed of in 1893. From the Sky Ride towers, Leif Eriksen Drive, for the time transformed into the Midway, will appear like a mile of dazzling jewels connecting the two ends of the Fair. Along its borders will be ranged in close succession all that imagination can conceive and money produce which will be startling and mirth provoking.

These attractions will range from the "Fort Dearborn Massacre," opposite the replica of Fort Dearborn, to the International Bazaars, featuring Oriental products and life, succeeded on the north by European villages.

### Concourse and Circular Bridge

One of the chief centers of attraction and activity will be the Twenty-third Street Concourse, at the crossroads of the Fair. All the traffic between the great exhibition area to the north and the amusement zone to the south will pass this elevated plaza, while cross currents of traffic will leave the Plaza by way of the Circular Bridge for visits to the Garden and Flower Show, and the Enchanted Island.

Such a center of activity will naturally be the principal area for restaurants and attractive retail shop. On the plaza itself will be the largest soda fountain in the world, while nearby to the south are Old Heidelberg and other restaurants having a foreign atmosphere. On the Circular Bridge, reminding the traveled visitor of the Ponte Vecchio in Venice, will be smart shops filled with enticing merchandise and articles gathered from all the world.



## The Lincoln Group



NOTHING on the Exposition grounds expresses more dramatically the transformations that our country has undergone in about 100 years than the Lincoln Group of structures. First among them is a reproduction of the log cabin in which Lincoln was born on February 12, 1809, near Hodgenville, Kentucky. This cabin is constructed of logs taken from a house found standing in Jersey County, Illinois, which dates back over 100 years to Lincoln's boyhood days. The clay used for chinking between the logs, for plastering up the fireplace chimney, and even for the floor itself was brought from Kentucky.

The second structure in the group is a substantially accurate reproduction of the Lincoln Home near Gentryville, Indiana, to which the family moved when Lincoln was about eight years old. Though this cabin is a marked improvement over the birthplace in Kentucky, yet it is primitive in the extreme. All its materials—walls, floor, roof—are the product of the keen ax of the pioneer. The trundle bed for children, in the day time pushed under the larger bed of the grown-ups, speaks eloquently of the primitive conditions and the necessity for economy of space. How far the world has advanced almost within the memory of men still living is made vivid by the crude furniture and scanty equipment of this frontier home.

There are two additional historical structures in the area, a replica of the general store of Berry and Lincoln, at New Salem, Illinois, and a reproduction on two-fifths scale of the "Wigwam," in Chicago, where Lincoln was nominated for the presidency in 1860. The store is fitted out with the equipment in use in its day, while the Wig-



THE LINCOLN GROUP AS SEEN FROM THE AIR



INTERIOR OF RUTLEDGE TAVERN

wam is filled with objects associated with the life of Lincoln, including furnishings and a reproduction of the parlor of his Springfield home, the room in which he received formal notification of his first nomination for the presidency.

### **Rutledge Tavern**

Rutledge Tavern, located in the Lincoln Group, has already delighted thousands of Pre-Fair visitors with its quaint surroundings and excellent food. This restaurant will be enlarged for the Exposition period and will undoubtedly be one of the most popular on the grounds. Rutledge Tavern specializes in steaks and chops broiled over charcoal.

### **The Lake and the Lagoons**

Visitors from inland towns and rural areas will find the lake and the lagoons among the most interesting features connected with the Exposition. If they wish to come by water to the Exposition grounds, either from the north or the south, they will be brought by swift boats operating under contracts with A Century of Progress. If they desire the thrill of riding between white cataracts arching from the bows of powerful speedboats, they will be accommodated. If they crave the luxury and the exhilaration of bathing in the pure waters of the lake, they will find a marvelous beach for their use just south of the Planetarium.

As wonderful and delightful as the lake is, that which makes the setting of the Exposition one of unparalleled beauty is the lagoons. They are twin mirrors, together about a mile in length, from whose surfaces will be reflected the tens of thousands of lights that will circle their shores. The magnificent pylons and towers of the Hall of Science, on the one side, and the colorful court and fountains of the Electrical Group, on the other, from opposite sides of the south lagoon will be seen once as they are and once mirrored in its waters. At night rockets will dart up from barges into the sky and, as seen by reflection, apparently plunge equally far into the depths.

But the lagoons themselves will be centers of activity and life. In the first place, on them will be all aquatic sports and races. There will be a show boat and various other craft of scientific or historic interest, including the ship in which Admiral Byrd made his memorable voyage to Antarctica. Slow moving craft—row boats, swan boats, gondolas, and various power boats—will ceaselessly traverse these sheltered waters. Surrounding them will be many of the most spectacular buildings of the Exposition. The lofty towers of the Sky Ride will apparently reach up to the stars, while its colorful rocket cars will seem to hang from the clouds. An evening on the lagoons, surrounded by myriads of colored lights and with soft strains of music floating over the water, will be an experience to be cherished always.



ADMIRAL BYRD'S POLAR SHIP



### **Blue Ribbon Restaurant**

The Blue Ribbon Restaurant, opposite the General Exhibits Group, will open in February. Charles Müller and Brothers, who have a long and successful record as restaurateurs, will operate this as well as several high class concessions on the Exposition Grounds.



### **Victor Vienna Garden Cafe**

Victor Vienna Garden Cafe will be noted for its atmosphere. This restaurant is set in a lovely garden at the south end of the Midway section. Mr. Victor Deisenhofer, once chef for Emperor Franz Josef, and M. Gruber, who operated Old Vienna at the World's Fair of 1893, will be in charge. They have arranged an interesting season of Viennese music to supplement their cuisine.



## Old Heidelberg

Old Heidelberg, seating twenty-five hundred patrons, is near completion at Twenty-Fourth Street and Lake Michigan. This will be operated by Robert and Max Eitel, of Eitel, Inc., in true German style, with a fine German concert orchestra. The building includes garden terrace service, a high class lunch room, and an old-fashioned Rathskeller in the basement, seating two hundred.



## Edwards' Rancho

Edwards' Rancho will specialize in Mexican and South-western type of food. The building will be adobe style, with a genuine hickory-fired roasting pit. Colonel Edwards is bringing his cooks from Texas. This restaurant will be located in the Midway Section.



## Foreign Participation



ESSENTIALLY different in character and purpose from other world's fairs, A Century of Progress has aroused unusual interest on the part of foreign nations. In spite of financial crises, many foreign governments are planning to take advantage of the opportunity presented by the Exposition to show their contributions to the advancement of science, culture, and political and social economy. While foreign governments usually delay making definite plans for participation in world's fairs until two or three months before the opening, the international character of A Century of Progress is already assured, and present plans of numerous governments indicate that interesting exhibits will be on display from all parts of the world.

Five months before the opening date of the Exposition, in January, 1933, eighteen foreign nations had signified their intention to participate. In more than a dozen other lands, official or semi-official committees were working to insure that their countries also would be represented.

The eighteen nations intending to exhibit were: Argentina, Belgium, Brazil, China, Cuba, the Dominican Republic, Ecuador, Egypt, France, Guatemala, Honduras, ten states of India, the Irish Free State, Italy, Japan, Morocco, Roumania, and Turkey. Plans for representation were under consideration by Algiers, Czechoslovakia, Lithuania, Mexico, Norway, Poland, Spain, Sweden, and Syria. In Austria, Germany, Great Britain, the Netherlands, and Yugoslavia official or semi-official committees were working in the interest of participation.

Sites on which it is planned to erect national pavilions had been selected by Belgium, China, Egypt, France, India, Italy, Japan, Morocco, the Netherlands and Sweden. Several nations not desiring to erect separate pavilions were considering space in the "Hall of Nations," a section in the Travel and Transport Group, where displays emphasizing the appeal these countries has for tourists, and exhibits indicating their cultural and industrial progress will be housed.

Official commissioners to represent their governments at the Exposition had been named by Italy, Japan and Roumania. Belgium had appointed a committee of patrons, and organizing committees were at work in Argentina, China and the Dominican Republic.

Many of these foreign governments already had decided upon the general plan for their exhibits. Belgium, China and Japan will erect villages typical of those found in these countries. There will be exhibits of arts and handicrafts fashioned on the grounds by native artisans, displays of art objects of great historical and artistic value; exhibits showing the scenic beauties, natural resources, and economic and social progress of these nations. Theaters, and restaurants in which native food will be served, will also be included in the villages.

Egypt proposes to erect a building typical of Pharoanic architecture, while the India pavilion will be of the Moghul type having the general appearance of the Taj Mahal of Agra. Morocco plans to construct a building of native architecture.

Exhibits by foreign governments will bring no revenue to A Century of Progress beyond the additional visitors they may attract. Sites for buildings by foreign nations are provided free of charge, and the space within these structures is under the jurisdiction of the countries erecting them, with certain supervision by officials of the Exposition. Foreign industrial exhibits may be placed in the various national sections or in appropriate sections of the buildings erected by the Exposition.



FOREIGN VILLAGE

## India Pavilion

The proposed India Pavilion will be near the 23rd Street Entrance to the Fair grounds and will lie in close proximity to the Amusement Zone and Foreign Section.

The India Pavilion will be of Moghul architecture and will have the general appearance of the Taj Mahal of Agra with a dome in the center of the building surrounded with attractive minarets.

In the interior of this building it is proposed to create a Fountain Court, with a plaza effect and every effort will be made to make this Court a special feature of attraction.

Every effort will be made to acquire unique art collections of most historic importance from different states in India.

The Government of India is expected to make a loan Exhibit of the raw products gathered from various provinces of India.

### *India Restaurant*

It is planned to have an India Restaurant annexed to the India Pavilion, where visitors will be served with both American and Indian dishes under the supervision of Indian chefs, preparing typical Indian dishes. It is also expected to have Indian waiters in *khansamah* outfits, thus lending the Indian atmosphere to the Restaurant.

It is also proposed to have the restaurant decorated in an Oriental style with its walls paneled with paintings illustrating various modes of Indian life, both of the past and the present.

### *India Theatre*

In the India Theatre it is proposed to show some of the latest cinema films produced in India, especially those dealing with the historical past of India, and also to have some other acts of conjuring and dancing, as well as advanced occultism.



INDIA PAVILION



# Transportation

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**C**HICAGO is the most accessible city in the world, due not only to its favorable geographical location near the economic heart of the continent, but also to its unequalled transportation facilities.

## Railroads

Chicago is the world's greatest railroad center. Thirty-three trunk line railroads, including twenty-five operating passenger trains, and embracing approximately one-half the railroad mileage of the United States and Canada, terminate in Chicago.

The six downtown stations, all within easy reach of the Exposition grounds, are starting points and destinations for approximately 1,500 passenger trains daily, linking Chicago and A Century of Progress Exposition directly with hundreds of cities and towns from coast to coast and nearly every province of Canada.

Fast, frequent and comfortable passenger train service will enable millions of visitors to leave their homes in the evening and attend A Century of Progress Exposition the following day. More than 50,000,000 of our population live within an overnight's ride of Chicago, and at least 100,000,000 live within twenty-four hours' ride of the Exposition grounds.

Many of the railroads maintain frequent suburban service to and from their city terminals. Exposition visitors, who are the guests of friends, relatives or hotels in the suburbs, will find this service very convenient and besides travelers will be able to step from trains at suburban stations and establish their headquarters in nearby homes or hotels before proceeding downtown.

Co-operating with the Exposition management and realizing that visitors will see more and enjoy more if free from care, the railroads of the United States and Canada have made elaborate preparations for the comfort of their passengers not only en route but during their stay in Chicago. Every ticket office in America is a bureau of information for A Century of Progress Exposition. These bureaus will make a specialty of Exposition travel and will render every possible service in pleasing patrons.

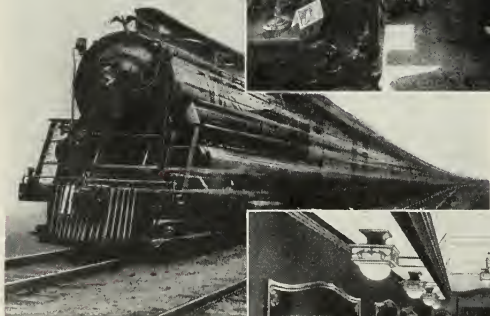
While all details concerning special train service and low fares cannot be included herein, the member railroads

of the various territorial passenger associations have announced attractive reductions in round-trip fares throughout the period of the Exposition.

The precise reductions depend upon the time limit of the tickets, whether going and return routes are the same, whether stop-overs are desired, whether tickets are for individuals or groups. The charge for return trip tickets ranges from one and one-half of the one-way fare down to less than one-third of the regular fare for groups of 100 adult passengers travelling in coaches with a time limit of three days.

Long before the gates of the Exposition are formally opened, complete information will be available at railroad bureaus of information. Prospective visitors should keep in touch with their local ticket agents.

MEN, WOMEN AND  
CHILDREN TRAVEL IN  
PERFECT COMFORT  
AND RELAXATION.



SPEED WITH SAFETY  
AND ECONOMY.

DINING IS ALWAYS AN  
ENJOYMENT ON A  
RAILROAD DINER. THE  
FOOD AND COOKING IS  
ALWAYS THE BEST.





INTRA-MURAL BUS

## Local Facilities

Stretching southward along Chicago's lake front from Twelfth to Thirty-ninth streets, the Exposition has unexcelled transportation facilities to and from the grounds.

Suburban railroad service near the grounds can handle 50,000 persons an hour; elevated roads, surface lines and other suburban transportation, 1,000,000 persons a day; and motor buses from all parts of the city and suburban tourist camps, 20,000 visitors an hour.

Inside the Exposition grounds, visitors will be served by a fleet of sixty semi-trailer type open buses, capable of transporting from 20,000 to 25,000 passengers an hour. Other forms of intra-mural transportation are being developed.

The buses, built especially for this service by the General Motors Corporation and operated by the Greyhound Lines, are fifty-four feet long and contain two long seats arranged back to back so that passengers face outward. They are open, with a roof overhead and curtains for use in inclement weather, and have a capacity of 100 passengers each.

Two experimental buses have been operating with great success since July 19, 1932.

The first of a fleet of decorated launches was operated during the summer of 1932. These boats will ply the lagoons during the Exposition and form the principal transportation means on the lagoons, though in addition there will be Venetian gondolas, South Sea Island outriggers, and other picturesque craft on that beautiful body of water.

The lake shore to the north of the Travel and Transport building and across Leif Eriksen drive will be the scene of all the aviation activities in connection with A Century of Progress. Amphibian planes will be operated in a shuttle service connecting the Exposition with the Municipal Airport, where all the regular airmail transport services to Chicago are centered. By means

of this air ferry service, air travelers may come directly to the Fair grounds and remain on the grounds until a few minutes before their plane is scheduled to leave the Municipal Airport.



FORT DEARBORN ROUTE



SCIENCE ROUTE



INDUSTRIAL ROUTE

## Automobiles and Tourist Camps

Fourteen major highways entering Chicago will have special names and markings to a distance of seventy-five miles from the city. They will be given such names as "Industrial Boulevard," "Electrical Highway," "Agricultural Highway," etc., in accordance with a comprehensive plan worked out by the Exposition's traffic committee. See official map on page 91 in this book.

Tourist camps near speedy transportation to the Exposition by steam trains, suburban electric trains, surface cars, or motor buses will be located along these designated highways. The Exposition will maintain information booths for the convenience and guidance of motor tourists.

The Exposition will not erect or operate any tourist camps of its own. But when a responsible company agrees to erect, equip and maintain a camp on a site approved by the committee on tourist camps, and conforms to the strict standards set for providing roomy, clean quarters, all facilities of modern sanitation, complete protection for cars and personal belongings, reasonable priced restaurants or cafeterias, or a convenient place to prepare meals, then A Century of Progress gives its official approval to such a camp. This approval includes an official emblem certifying that the camp is officially recognized by the Fair.

According to the general plan, the first indication to the motor tourist that he is approaching Chicago will be a sign across the highway informing him that a World's Fair information booth is close at hand on the roadside.

The attendant here will give the tourist a list of rooms, kept up to the hour by telephone communication with the central bureau of information in the city. The list will contain the locations and prices of tourist camps, rooming houses and hotels. He will be given a map of the Exposition grounds and all the information he will need to get there quickly by the nearest transportation route.



## Related Institutions

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A Century of Progress is exceptionally fortunate because its exhibitions will be near several great cultural institutions that are visited annually by several millions of persons. The Exposition will draw a still greater number of visitors to their doors, and they in turn will offer splendid additional attractions to draw visitors from a distance. Probably there has never been a Fair so fortunate in its immediate surroundings.

### Adler Planetarium

The Adler Planetarium and Astronomical Museum, northernmost structure on Northerly Island, is an imposing edifice of rainbow granite, dodecagonal in shape, with a copper dome. Inset at the exterior corners are bronze plaques of the twelve Signs of the Zodiac.

Inside, a heavenful of drama as old as the Earth itself unfolds to the visitors. The firmament passes in review as they sit beneath an artificial sky and see the sun, moon, planets and stars move across the dome.

THE PLANETARIUM  
CHAMBER WITH AU-  
DIENCE ASSEMBLED  
FOR A LECTURE—  
DEMONSTRATION



DEMONSTRATION OF THE  
PLANETARIUM INSTRUMENT.  
IT PROJECTS A MINIATURE  
UNIVERSE—SUN, MOON,  
PLANETS AND STARS





ADLER PLANETARIUM

The Planetarium, the only one in America, was made possible through the public spirit and generosity of Mr. Max Adler of Chicago, who provided the funds for its erection and equipment.

As the visitor takes his seat, he sees above him a domed, white ceiling. In the center of the floor, under this ceiling, is a mysterious object mounted on steel stilts.

The lights gradually grow dim, as in a theater. What a moment ago was a naked white vault, now becomes the deep blue of the sky. And then the miracle happens. A switch is thrown and this blue vault becomes a firmament of twinkling stars.

The voice of the lecturer is heard, explaining the wonders of the drama of the heavens. Behind his desk a switchboard is concealed that gives him absolute control over the intricate apparatus.

So flexible is this apparatus that, with a slight adjustment of the motors, the demonstrator can experiment with this man-made universe as he wills. Spectators may look backward or forward in time, depending on the operator. How did the heavens appear when Christ walked on Earth? How did the sky appear at the time of Galileo? Which star will be the Pole Star a thousand years hence?

Or, the lecturer may show the spectators how eternal Spring, Summer or Winter, or eternal noonday can be astronomically realized. He can transport them visually to the tropics and show them constellations they have never seen before, or to either the North or South Pole where the celestial bodies simply swing around forever in circles, without rising or setting.

The sky is faintly illuminated, so that it seems blue despite the clear white of the dome. The same phenomenon is observed out of doors on a fine night. So it hap-

pens that the watchers of the planetarium sky lose all sense of enclosure. As a star sets its brightness diminishes in the sky and in the Planetarium as well. It is the perfection of details such as this that has caused famous astronomers to pay tribute to the country's only planetarium as "the most remarkable way of teaching astronomy."

### *Terrazzo Esplanade*

The Terrazzo Mosaic Esplanade, leading to Adler Planetarium on Northerly Island, is being constructed as the National Terrazzo Mosaic Association exhibit. This esplanade will begin at the east end of the Twelfth Street bridge, which connects the mainland with the island. The approach from the bridge is sloped toward the Planetarium on a gradual rise to permit a display of the beautiful terrazzo mosaic patterns in the bottom of twelve shallow pools, each symbolizing a month of the year.

### **Soldier Field**

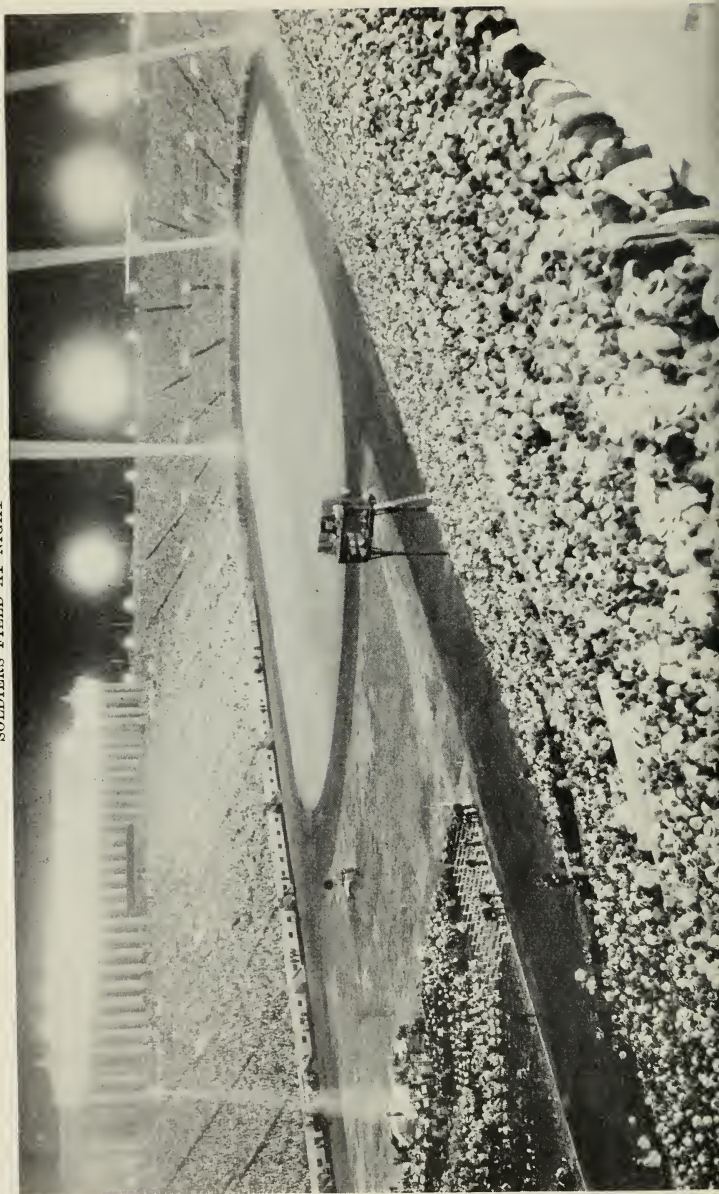
No previous exposition has had such a magnificent stadium for its use as Soldier Field. This huge horseshoe of concrete has 85,000 permanent seats, which on certain occasions have been supplemented by temporary construction to a total of 125,000. Naturally, the availability of this splendid area provides a setting for the most magnificent productions.

A great military spectacle is planned for Soldier Field during the first ten evenings after the opening of the Exposition. This show, which will be put on under the direction of Major General Frank Parker, Commander of the Sixth Corps Area, will derive mass effects from uniformed troops and cavalry and army equipment. Not only will it provide the thrill of moving masses and martial music, but the sky will be illuminated by army search lights and magnificent fireworks.

Several other fine spectacles, including a rodeo, are planned for Soldier Field during the period of the Exposition. In addition, this huge amphitheatre will be used for celebrations by the larger groups of recent foreign extraction and by fraternal orders. It offers an unparalleled setting for national pageants and ceremonies.

Finally, Soldier Field provides splendid facilities for a great variety of athletic events, such as track meets, amateur baseball games, soccer matches, and football games. The Sports Committee is availing itself of the opportunity presented for promoting many kinds of amateur and professional sports.

SOLDIERS FIELD AT NIGHT





## Sports



A CENTURY OF PROGRESS EXPOSITION will make Chicago the sports capital of the world during 1933.

Seven national championships already form the nucleus for an international sports carnival centering in Soldier Field Stadium and the Exposition lagoon. These seven are: men's senior and junior track and field meet; women's track and field meet; gymnastics tournament; four-wall handball tournament; men's national swimming championships; weight-lifting championship; and senior cross-country run.

Final commitments for twenty or more other championship tournaments have not as yet been made, but assurances have been received that many of them will be held at the World's Fair. The national open golf championship, played over a Chicago course, may be witnessed by visitors to the Fair. The National Canoe Association expects to stage its annual meet in the Exposition lagoon, and an intercollegiate crew race, enlisting the leading college crews of America, also is planned. A national soccer tournament is in prospect, with at least one foreign team engaged. A novelty for Mid-western sports followers will be a match between the champion lacrosse teams of the United States and Canada.

The national track and field meet, tentatively set for early in July, is America's most important meet. Unusual interest will be aroused this year because the metric system of distances will be used exclusively for the first time. The Fair will mark the passing of the foot, yard, and inch from American athletics, and American athletes will have their first opportunity, outside of the Olympic games, to attack the records at metric distances. It is expected that many records will be shattered.

Soldier Field Stadium provides the ideal site for a World's Fair sports carnival. It has 85,000 fixed seats, and on special occasions many thousands of additional ones have been added. It has been the site of such outstanding events as an Army-Navy football game in 1926, the Music Festival of the Chicago Daily Tribune, the Rodeo, and the Eucharistic Congress in 1926, during which more than 225,000 visitors were massed within its walls. With the great attractions that athletics can offer on the World's Fair program, the Stadium may break all records for attendance at sports events.

Classical in the true sense of the word, this U-shaped concrete structure, open at one end, is a true stadium. The colonnade surrounding it is a purely architectural feature, supplementing the classic dignity of the Field Museum of Natural History, which is directly north of it.

## Friends of Music



**M**USIC is to have a place of appropriate prominence in A Century of Progress. The Friends of Music, a recently formed organization under the chairmanship of Dr. Frederick Stock, are raising funds for a permanent music building on Northerly Island. This organization is expected to contribute much to music at the Fair.

Bands will play in the open air. There will be community singing. In the several courts and in the music building will be presented great compositions for choral societies, choirs and glee clubs. A group of offerings will be those of the choruses of commercial institutions, of which there are twenty-seven of high artistic standing in the Chicago area alone. German singing societies have applied for time both before and after their Sangerfest in St. Louis in mid-summer.

A series of programs which it is expected will arouse the greatest interest and be the subject of discussion long after the Fair is closed, is in process of organization by the National Conference of Music Supervisors. Choruses, orchestras and bands are being made ready in the high schools in the United States and Canada. The National High School Orchestra and the National High School Chorus have been assigned to a period of several weeks in mid-summer. With the offerings of these groups will be joined gymnastics by high school boys and girls and the folk dancing of old Europe by children of the elementary schools in and around Chicago.

## Art Institute

An opportunity to view the greatest single loan exhibition of paintings and sculpture ever assembled in this country is assured Chicago World's Fair visitors.

This priceless art collection, which is to be housed in the Art Institute of Chicago, official exhibit building of fine arts of A Century of Progress, is now being gathered from the four corners of the earth under the direction of Robert B. Harshe, director of the Art Institute. He is being assisted by Daniel Catton Rich, associate curator of painting.

Paralleling the general exhibits of science and industry, the fine arts exhibit will show the progress of art in the past hundred years. It will be divided into three main sections—a representative but carefully chosen loan collection of old masters; a collection of the outstanding paintings of the past hundred years, stressing particularly the French and American contributions, and a col-

lection of contemporary art, with special emphasis on the work of American artists.

The first section will include masterpieces, beginning with the Italian duogento and continuing down through the eighteenth century. Galleries, arranged in sequence, will hold Italian, French, German and Flemish primitives, sixteenth century Italian examples, seventeenth century paintings from Spain, Holland, Italy and Flanders, and eighteenth century French and English masterpieces.

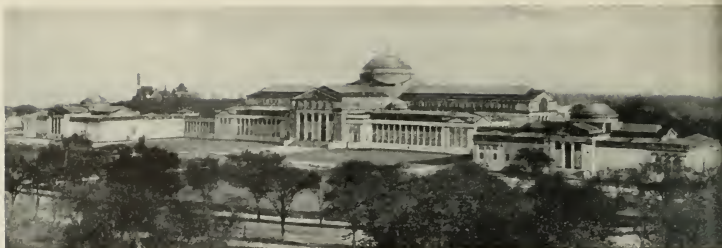
The aim of this division is to show the public an historical survey, utilizing the great works privately and publicly owned in America, and to stress a century of progress in American collecting. A hundred years ago, America possessed very few great pictures; today, its private collections and museums contain treasures of amazing worth.

The second section of the exhibition will be given over to a century of progress in painting. Here, where the institute is preeminent among American museums, great stress will be laid on the past hundred years of American and French art. In the retrospective American section will be represented such early American masters as Whistler, Sargent, Inness, Homer, Ryder, Eakins, and the American impressionists. Rooms will be set aside for Degas, Monet, Manet, Renoir, Gauguin and Toulouse-Lautrec, with probably special one-man galleries for Cezanne and van Gogh.

Modern painting will be featured in the third section, with 175 works of 175 living artists making up the American group. The foreign contemporary group will include the leading French modernists, an astonishing group of German works and representative examples of the Italian, Dutch and Spanish artists of today.



THE ART INSTITUTE



### **Museum of Science and Industry**

The Museum of Science and Industry will be housed in the remodeled Fine Arts Building of the Columbian Exposition, 1893. Between this Museum and A Century of Progress there is hearty cooperation. The central section of the Museum is scheduled to open on May 1, 1933.



### **The Field Museum of Natural History**

At the front door of A Century of Progress, directly west of the north entrance to the Exposition, stands one of the world's greatest scientific museums, the classically beautiful Field Museum of Natural History.



### **The John G. Shedd Aquarium**

Chicago has the largest and finest aquarium in the world in the John G. Shedd Aquarium, which is located north of the Twelfth Street entrance to the Exposition.

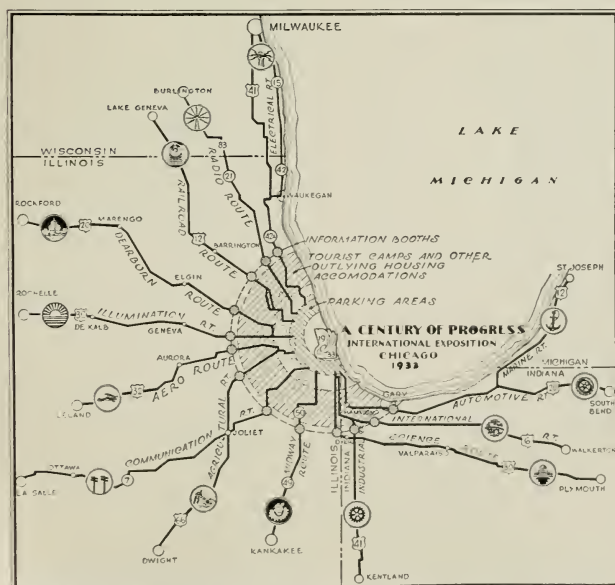


# Admission Charges

General admission to the Exposition Grounds during the Fair period will be 50 cents for adults and 25 cents for children. There are, however, other classes of tickets at reduced rates. Among them are non-transferable season tickets, bearing an identifying photograph of the purchaser, which are now on sale at the Administration Building for \$15.00 each. There are also on sale special souvenir books of ten tickets, artistically designed and printed in colors, for \$5.00 each. These tickets carry also an admission to Fort Dearborn.

During the pre-Fair period the price of admission to the Exposition Grounds is 10 cents for both adults and children. Admission is free to all completed buildings within the grounds except Fort Dearborn and the Chinese Temple, the admission for each of which is 15 cents, and the Lincoln Group, the admission of which is 25 cents for adults and 15 cents for children.

Bus transportation is available within the grounds, the charge being 10 cents between any two points and 25 cents for round trips with stop-offs at points of interest.



SCHEMATIC MAP SHOWING METHOD OF HANDLING OUT OF TOWN AUTOMOBILES

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## Advisory Committees

The following official advisory committees have been appointed by the Board of Trustees of A Century of Progress:

Agriculture, Committee on Exhibit of Art Exhibit, Committee on Auditing Committee	Medical Sciences, Committee on Exhibit of
Electrical Generation, Distribution and Utilization, Committee on Engineering, Committee on General Finance Committee of Chicago World's Fair	Music Committee
Historical Committee	Nationalities, Committee on
Housing Bureau Committee	Radio Exhibit, Committee on Amateur
Information, Committee on Public Insurance Committee	Religion, Committee on Progress through
Legal Committee	Scientific Publications, Committee on Social Functions, Committee on Sports Committee
	Traffic Control, Committee on

## List of Corporations and Companies Which Have Signed Contracts For Exhibit Space or For Special Buildings up to January 1, 1933

### SPECIAL BUILDINGS

American Radiator and Standard Sanitary Corporation	Johns-Manville Corporation
Christian Science Publishing Society	National Poultry Council
Chrysler Sales Corporation	National Terrazzo & Mosaic Assn.
Edison, Thomas A., Inc.	Religious Exhibits Committee, The
Firestone Tire & Rubber Company	Sears, Roebuck and Company
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### AGRICULTURAL GROUP

Associated Cooperage Industries of America	Hovden Food Products Corporation
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Ball Brothers Company	International Harvester Company
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Century Dairy Exhibit, Inc.	Kerr Glass Mfg. Corporation
Chappel Bros., Inc.	Kraft-Phenix Cheese Corporation
Chocolate Products Co.	Libby-McNeill & Libby
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Heinz Company, H. J.	Reynolds Exhibits Corp.
	Standard Brands, Inc.
	Stover Manufacturing & Engine Co.

### ELECTRICAL GROUP

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Century Electric Company	Kelvinator Corporation
Chicago Flexible Shaft Company	Norge Corporation
Conover Company, The	Radio Corporation of America
Coyne Electrical School	Reynolds Exhibits Corp.
Crane Company	Sangamo Electric Company
Curtis Lighting, Inc.	Singer Manufacturing Company, The
Delta Manufacturing Company	Stewart Warner Corporation
Electric Storage Battery Co.	Van Cleef Bros.
Electrical Central Station Committee	Waters Genter Company (Division of McGraw Electric Co.)
Federal Electric Company, Inc.	Western Union Telegraph Co., The
General Electric Company	Westinghouse Electric & Mfg. Co.
Hammond Clock Company, The	

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Addressograph Multigraph Corp.	Illinois Steel Company in behalf of itself and the other subsidiary companies of the United States Steel Corporation
American Colortype Company	Inland Steel Company
Armstrong Bros. Tool Company	International Business Machines Corporation
American Evatype Corporation	Kochs, Theo. A. & Co.
Ansell Simplex Ticket Co.	Link Belt Company
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Baumgarten, Joseph	Master Lock Co.
Boyer, The Society Parfumeur	National Cash Register Company
Bristol-Myers Company	Norfolk & Western Ry. Co.
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Chicago Bridge & Iron Co.	Petroleum Heat & Power Company
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Cook Company, The M. B.	Quarrie, W. F., & Company
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Dictaphone Sales Corporation	Sherman, Beatrix
Donnelley & Sons Company, R. R.	Sanford Manufacturing Company
Ecker, B. A.	Underwood-Elliott-Fisher Company
Elgin National Watch Company	Vartityper, Inc.
Erickson, Hubbard H.	Waterman Company, L. E.
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Goss Printing Press Co.	Yardley & Co., Ltd.
Gulf Refining Co.	
Hertzberg, Ernst, & Sons	

## THE HALL OF SCIENCE

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American Optical Company	Iodent Chemical Company, Inc.
Baker & Co., Inc.	Kendall Company, The (Bauer & Black)
Bausch & Lomb Optical Company	Mallinckrodt Chemical Company
Burroughs, Wellcome & Co. (U.S.A.) Inc.	Merck & Co., Inc.
Chicago Pharmacal Company	Petroleum Industries Exhibit Com- mittee
Deagan, J. C., Inc.	Reynolds Exhibits Corp.
Dentists' Supply Co. of N. Y., The	Ritter Dental Co.
Drucker, August E., Company	Searle, G. D.
Eastman Kodak Company	Simoniz Co.
Gaertner Scientific Company	Squibb & Sons, E. R.
General Electric X-Ray Corporation	Union Carbide and Carbon Corp.
Gerber Products Co.	Victor Chemical Works
Hanovia Chemical and Manufactur- ing Company	Vitamin Food Co., Inc.
Hild Floor Machine Co.	White, S. S., Dental Co.

## HOME AND INDUSTRIAL ARTS GROUP

<i>Exhibit Houses</i>	National Lumber Mfgs. Ass'n
American Rolling Mill Co. & Ferro Enamel Corporation	Strand, Carl A.
Common Brick Mfgs. Ass'n	<i>Interior Decoration</i>
Florida, State of	Eastman-Kuhne Galleries
General Houses, Inc.	Kroehler Furniture Co.
Keck, G. F.	Russel Wright
Masonite Corporation	Wolfgang Hoffmann, Inc.
Moore, J. C. B.	



## LANDSCAPING

JAMES W. OWEN AND MUELLERMIST OF ILLINOIS

### EQUIPMENT OF HOUSES

Altorfer Bros. Company  
American Gas Products Corp.  
American Stove Co.  
Birtman Electric Co.  
Bryant Heater & Mfg. Co., The  
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Conover Company, The  
Copeland Products, Inc.  
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Frigidaire Corporation  
General Electric Co.  
General Electric Kitchen Institute  
Holland Furnace Company  
Hoover Co., The  
Ilg Electric Ventilating Co.  
Illinois Bell Telephone Co.  
International Nickel Co.  
Kelvinator Corporation  
Norge Corporation  
Serval Sales, Inc.

Singer Manufacturing Co., The  
Standard Gas Equipment Co.  
Surface Combustion Corporation  
Timken Silent Automatic Co.  
Walker Dishwasher Corporation  
Waters-Genter Company  
Westinghouse Electric Co.

### FURNISHING OF HOUSES

Campbell, S. J. Co.  
Charlotte Furniture Co.  
Cudahy Packing  
Eastman-Kuhne Galleries  
Good Housekeeping  
Hastings Table Co.  
Kroehler Mfg. Co.  
Orinoka Mills  
Rohde, G.  
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American Stove Co.  
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## HALL OF SOCIAL SCIENCE

Book House for Children  
Compton, F. E., & Company  
Farmers National Grain Corporation  
Ginn & Co.  
Household Finance Corporation  
Illinois, State of  
Julius Rosenwald Fund  
Life Insurance Century of Progress  
Committee

Medical, Dental and Allied Science  
Women's Association  
Merriam, G. C. Co.  
National Council of Women of U. S.  
National Society of the Daughters of  
the American Revolution, The  
Norwegian American Committee  
Palmer, A. N., Publishing Co.  
P. E. O. Sisterhood  
Smith College

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Alemite Corporation  
American La France & Foamite Co.  
American Steel Foundries  
Association of Manufacturers of  
Chilled Car Wheels  
Baltimore & Ohio Railroad Company  
Bernard & Company, Inc., J. E.  
Borg-Warner Corporation  
Chesapeake & Ohio Railroad Com-  
pany and allied lines—Pere Mar-  
quette; New York, Chicago & St.  
Louis; and The Erie Railway  
Companies

Chicago, Burlington & Quincy Rail-  
road Company and allied lines—  
Northern Pacific; Great Northern;  
The Colorado & Southern; Fort  
Worth & Denver City, and Spo-  
kane, Portland & Seattle Railway  
Companies  
Chicago and North Western Rail-  
way Company  
Chicago, Milwaukee, St. Paul & Pa-  
cific Railroad Co.  
Chicago, Rock Island & Pacific Rail-  
way Company, The  
Clark Tractor Company

Cord Corporation  
 Delaware & Hudson R. R.  
 General American Tank Car Corporation  
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 Illinois Central Railroad Company  
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Pioneer Air Transport Operators' Association  
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 Railway Express Agency, Inc.  
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 Studebaker Corporation, The  
 Texas Co.  
 Timken-Detroit Axle Company, The  
 Timken Roller Bearing Co., The  
 Union Switch and Signal Company  
 United Air Craft & Transport Co.  
 Walker Vehicle Company  
 Waukesha Motor Company  
 Westinghouse Air Brake Company

#### SCIENTIFIC EXHIBITS IN HALL OF SCIENCE

The following institutions and industrial companies and organizations are either furnishing or cooperating in the preparation of exhibits in Basic Science and Medicine:

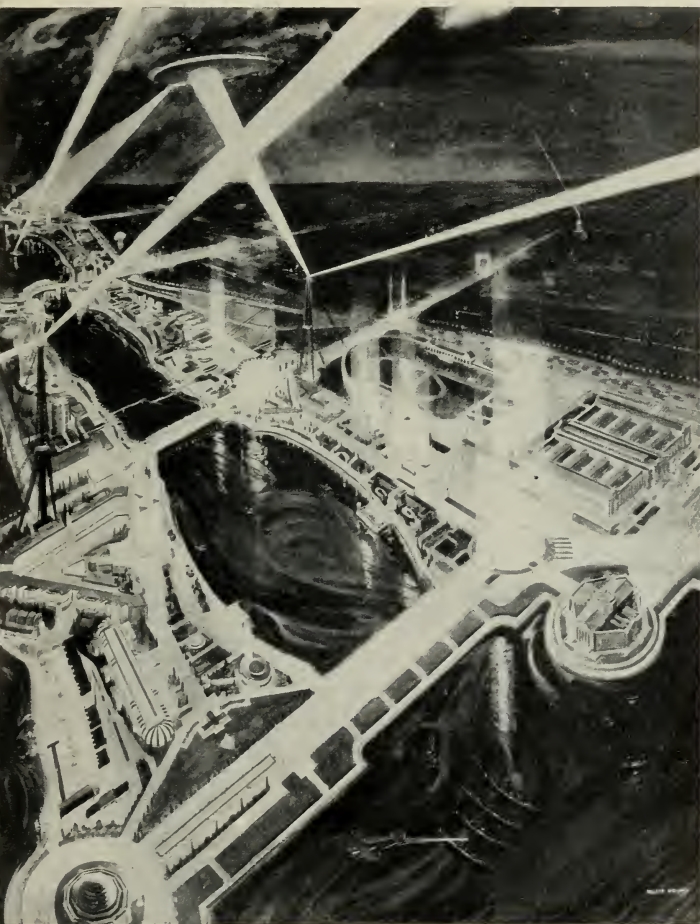
Aluminum Company of America  
 American College of Surgeons  
 American Library Assn.  
 American Medical Association  
 American Petroleum Industries Committee  
 American Society for the Control of Cancer  
 Ayer & Co.  
 Bakelite Corporation  
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 University of Indiana  
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 Welch, W. M., Mfg. Company  
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War Department—Rock Island Arsenal



A CENTURY OF PROGRESS INTERNATIONAL EXPOSITION AT NIGHT  
From Painting by Walter E. Ohlson

# Conventions in Chicago

The organizations listed below have officially notified the Chicago Chamber of Commerce of their group attendance in Chicago during the summer of 1933. Many others have informally advised the Exposition of their intention of meeting in Chicago during the period of the Exposition.

## JUNE

- |   |   |
|---|---|
| American Association for Order of Science, Agricultural Group                   | American Urologic Association                                   |
| American Association for the Advancement of Science, Allied Groups, as follows: | American Waterworks Association                                 |
| American Alpine Club  | Associated Cooperage Industries of America                      |
| American Anthropological Assn.  | Associated Leaders of Lumber and Fuel Dealers of America        |
| American Association of Anatomists  | Associated Retail Confectioners of the United States            |
| American Association of Economic Entomologists                                  | Association of New York Central Lines Surgeons                  |
| American Association of Official Horticultural Inspectors                       | Association of Operative Millers                                |
| American Astronomical Society   | Association of Railway Claim Agents                             |
| American Federation of Teachers of Mathematics and Natural Sciences             | Beta Psi  |
| American Fern Society   | Beta Sigma Omicron Sorority                                     |
| American Folklore Society   | Boys Club of America  |
| American Mathematical Society   | Catholic Order of Foresters                                     |
| American Microscopical Society  | Central States Circulation Managers Association                 |
| American Natura Society   | Cooperative Meat Investigators                                  |
| American Association to Promote the Teaching of Speech to the Deaf              | Daughters of Norway, Supreme Lodge                              |
| American Electroplaters Society   | Delta Omicron Sorority  |
| American Federation of Musicians  | Delta Sigma Fraternity  |
| American Foundrymen's Association   | Evangelical Lutheran Augustana Synod of United States           |
| American Gas Association — Executive Conference                                 | Fidelity Investment Association and National Sales Agency, Inc. |
| American Institute of Banking   | Food Service Equipment Association                              |
| American Institute of Electrical Engineers                                      | The Garden Club of America                                      |
| American Institute of Homeopathy  | Health and Accident Underwriters Conference                     |
| American Institute of Mining and Metallurgical Engineers                        | Holstein-Friesian Association of America                        |
| American Oil Burner Association   | Illinois Association of Postmasters                             |
| American Peony Association  | Illinois Bankers Association                                    |
| American Physiotherapy Association  | International Hahnemannian Ass'n.                               |
| American Proctologic Society  | Inter-State Postgraduate Medical Association of North America   |
| American Railway Association, Division I, Telegraph and Telephone Section       | Institute of Radio Engineers, Inc.                              |
| American Seed Trade Association   | International Circulation Managers Association                  |
| American Society for Testing Materials  | International Egg Laying Contest                                |
| American Society of Civil Engineers   | International Stamp Manufacturers Association                   |
| American Society of Mechanical Engineers  | Linen Supply Association of America                             |
| American Society of Parasitologists   | The Maccabees Great Camp of Illinois                            |
| American Society of Refrigerating Engineers                                     | Medical Library Association                                     |
| American Surgical Trade Association   | Medical Library Association of Chicago                          |
| American Union of Swedish Singers — Eastern Division                            | Millwork Cost Bureau  |
|   | Music Industries Chamber of Commerce                            |



Mystic Order of Veiled Prophets of  
 the Enchanted Realm  
 National Association of Direct Sell-  
 ing Companies  
 National Association of Insecticide  
 and Disinfectant Manufacturers  
 Association  
 National Association of Real Estate  
 Boards  
 National Association of Retail Meat  
 Dealers  
 National Association of Rainbow  
 Division Veterans  
 National Chess Federation of the  
 United States, Inc.  
 National Confectioners Association  
 of the United States  
 National Convention of Insurance  
 Commissioners  
 National Council of Federated  
 Church Women  
 National Council of State Boards of  
 Engineering Examiners  
 National District Heating Ass'n.  
 National Editorial Association  
 National Electric Medical Association  
 (Illinois Electric Medical Society)  
 National Electric Light Association  
 National Federation of Temple  
 Brotherhoods  
 National Federation of Temple  
 Sisterhoods  
 National Industrial Advertisers As-  
 sociation  
 National League of Nursing Educa-  
 tion  
 National Macaroni Manufacturers  
 Association  
 National Paper Box Manufacturers  
 Association

National Retail Dry Goods Associa-  
 tion  
 National Retail Hardware Associa-  
 tion  
 National Retail Tea and Coffee Mer-  
 chants Association  
 National Sanitary Supply Associa-  
 tion  
 The National Sojourners  
 National Terrazzo and Mosaic Asso-  
 ciation  
 National Wholesale Jewelry Trade  
 Association  
 Pacific Mutual Life Insurance Com-  
 pany  
 Pan American Homeopathic Con-  
 gress  
 Phi Pi Phi Fraternity  
 Phi Sigma Nu Fraternity  
 The Protected Home Circle—Sigma  
 Phi Gamma Sorority  
 Reserve Officers Association of the  
 United States  
 Royal League  
 Second American Exposition of  
 Brewing Machinery Materials and  
 Products  
 Sigma Iota Chi Sorority  
 Smoke Prevention Association  
 Society for Promotion of Engineer-  
 ing Education  
 Society of Industrial Engineers  
 Swedish Choral Society  
 Swedish Evangelical Mission Cove-  
 nant of America  
 Union of American Hebrew Congre-  
 gations  
 United States Football Association  
 Volunteers of America

## JULY

American Association of Nursery-  
 men  
 American Dental Trade Association  
 American Optometric Association  
 and Illinois State Society of Op-  
 tometrists  
 American Railway Association, Divi-  
 sion I, Medical and Surgical Sec-  
 tion  
 Ancient Order of Biberbians in  
 America  
 Automotive Engineer Rebuilders As-  
 sociation  
 Better Bedding Alliance of America  
 Equitable Life Insurance Company  
 of Iowa  
 The Esperanto Association of North  
 America  
 Fidelity Life Association—Supreme  
 Lodge  
 Franklin Life Insurance Company  
 Great Northern Life Insurance Com-  
 pany  
 Heating and Piping Contractors Na-  
 tional Association

Independent Theatre Supply Deal-  
 ers Association  
 Intercollegiate Musical Council  
 International Association of Identi-  
 fication  
 International Association of Chiefs  
 of Police  
 International Association of Milk  
 Dealers  
 International Junior Journalists As-  
 sociation  
 International Purity Congress  
 International Walther League  
 Jefferson Standard Life Insurance  
 Company  
 Kappa Sigma Fraternity  
 Abraham Lincoln Life Insurance  
 Company  
 Missouri State Life Insurance Com-  
 pany  
 Mutual Trust Life Insurance Com-  
 pany  
 National Association of Rainbow  
 Division Veterans  
 National Costumers Association

National Council of Women of the United States  
 National Educational Association  
 National Federation of Business and Professional Women's Clubs  
 National League of American Pen Women  
 National Leather and Shoe Finders Association  
 National Luggage Dealers Ass'n.  
 National Society of Denture Prosthetists

Polish Falcons of America  
 Second Division Association A. E. F.  
 Shoe Repairers and Dealers Exposition  
 United States Independent Telephone Association  
 Volunteer State Life Insurance Company  
 Walther League of the Synodical Conference  
 Woodmen of the World

## AUGUST

Alpha Gamma Rho Fraternity  
 All-American Beauty Culture Schools Associated  
 American Academy of Periodontology  
 American Academy of Restorative Dentistry  
 American Air Mail Society  
 American Cosmeticians Association  
 American Lawn Bowling Association  
 American Naprapathic Association  
 American Numismatic Association  
 American Philatelic Society  
 American Society of Oral Surgeons and Exodontists  
 American Society of Sanitary Engineering  
 American Society of Teachers of Dancing  
 American Veterinary Medical Association  
 Beta Theta Lambda  
 Catholic Total Abstinence Union  
 Central Life Assurance Society  
 Chicago Association of Dancing Masters  
 Chicago Centennial Dental Congress  
 75th Annual Session of American Dental Association  
 Chicago Drapery Manufacturers Association  
 Chicago Merchandise Fair  
 Common Brick Manufacturers Association  
 Cooperative Meat Investigators  
 Delta Phi Delta Fraternity  
 Delta Sigma Delta Fraternity  
 Delta Tau Delta Fraternity  
 Intercollegiate Musical Council  
 International Apple Association  
 International Association of Printing House Craftsmen  
 International Federation of Commercial Travelers Insurance Organizations  
 Inter State Merchants Council  
 Jantzen Knitting Mills—Annual Sales Convention  
 Knights of Columbus

Knights of Father Mathew—Ladies Auxiliary  
 Knights of Pythias—Colored Organization  
 National Association of Boards of Beauty Culture  
 National Association of Piano Tuners  
 National Association of Retail Clothiers and Furnishers  
 National Association of Scientific Angling Clubs  
 National Association of Typewriter and Office Machine Dealers  
 National Circus Fans Association  
 National Costumers Association  
 National Food Distributors Association  
 National Hairdressers and Cosmetologists Association  
 National Haymakers Association of the United States  
 National Life Insurance Company  
 National Shorthand Reporters Association  
 National Summer Conference of School Music Materials  
 Northwestern National Life Insurance Company  
 Northwestern University Dental School—Class of 1918  
 Pennsylvania Retail Clothiers Association  
 Peoria Life Insurance Company  
 Phi Delta Fraternity  
 Phi Kappa Sigma Fraternity  
 Philadelphia Life Insurance Company  
 Pi Kappa Sigma Sorority  
 Protective Life Insurance Company  
 Rudemar Corporation  
 Theta Chi Fraternity  
 Theta Xi Fraternity  
 United National Association of Post Office Clerks  
 University of Illinois—College of Dentistry Alumni Association  
 U. S. Civil Legion  
 Wisconsin Retail Clothiers and Furnishers Association

# SEPTEMBER

Alpha Delta Phi Fraternity	International Fraternity of Delta Sigma Pi
American Association for Medico-Physical Research	International Moulders Union of North America
American Association of Personal Finance Companies	International Spiritualists Association
American Association of Official Surgeons	International Typographical Union
American Chemical Society	Knights of Pythias, Grand Lodge of Illinois
American College of Proctology	Mail Advertising Service Association International
American Congress of Physical Therapy	Military Order of the World War
American College of Radiology	National Association of Bakers Supply Houses
American Electrochemical Society	National Association of City Passenger Agents
American Electronic Research Association	National Association of Credit Jewelers
American Gas Association	National Association of Finance Companies
American Institute of Park Executives	National Association of Life Underwriters
American Institute of Quantity Surveyors	National Association of Motor Bus Operators
American Psychological Association	National Association of Postal Supervisors
American Trade Association Executives	National Association of Postal Supervisors, Illinois State Branch
Association of Advertising, Specialty Manufacturers, Importers, Jobbers	National Association of Retail Drug-gists
Association of German - American Technologists	National Association of State Auditors, Comptroller and Treasurers
Bakery and Confectionery Workers International Union of America	National Federated Crafts
Building Association League of Illinois	National Federation of Post Office Clerks
Central States Forestry Congress	National Guard Association of the United States
Central States Pediatric Society	National Hardware Lumber Association
Chi Psi Fraternity	National Selected Morticians
Concentrated Order of Hoo Hoo	Patriotic Orders Sons of America
Continental Assurance Company General Agents and Managers 120 Club	National Camp
Dames of Malta	Penn Mutual Life Insurance Company
Daughters of Scotia of the United States	Public Ownership League of America
Delta Kappa Epsilon Fraternity	Pythian Sisters, Grand Temple of Illinois
Delta Phi Fraternity	Reunion of American and Canadian Engineers and Architects of Norwegian Birth Descent
Delta Upsilon Fraternity	Roadmasters and Maintenance of Way Association
Direct Mail Advertising Association	Service Star Legion
Equitable Life Insurance Company of Iowa	Sigma Kappa Fraternity
Fidelity Mutual Life Insurance Company	Tau Kappa Epsilon Fraternity
Grain and Feed Dealers National Association	Technical Association of the Pulp and Paper Industry
Illinois State Federation of Labor	Track Supply Association
Illinois State Federation of Post Office Clerks	The Union League of the Roumanian Societies of America
International Acetylene Association	United States Building and Loan League
International Association of Electrical Inspectors	United States Masters Brewers Association
International Association of Electrotypers	Welsh National Eisteddfod
International Association of Industrial Accident Boards and Commissions	
International Association of Milk Dealers	
International College of Radiology	

# OCTOBER

Agricultural Publishers Association  
 American Baker Association  
 American College of Surgeons  
 American Dietetic Association  
 American Hardware Manufacturers  
 Association of the United States  
 American Institute of Steel Construction, Inc.  
 American Rabbit and Cavy Breeders  
 Association  
 American Legion—National  
 American Library Association  
 (National Association of State  
 Libraries)  
 American Life Convention  
 American Oil Chemistry Society  
 American Petroleum Institute  
 American Racing Pigeon Union  
 American Railway Association, Division  
 1, Safety Section  
 Ancient Free and Accepted Masons,  
 Grand Lodge of Illinois  
 Annual Safety Congress  
 Association of Bank Women

Association of Military Surgeons of  
 the United States  
 Audit Bureau of Circulation  
 Central Supply Association  
 Chicago Coliseum Poultry Exposition  
 Association  
 Congress of Anesthetists  
 Direct Mail Advertising Association  
 Eta Kappa Nu Fraternity  
 Illinois Baptist State Convention  
 Illinois Cemetery Association  
 Illinois Home Economics Association  
 Illinois State Nurses Association  
 International Turkey Club  
 Life Office Management Association  
 Mail Advertising Service Association  
 International  
 National Association of Farm Equip-  
 ment Manufacturers  
 National League of Compulsory Edu-  
 cation Officials  
 Special Libraries Association  
 Woman's Foreign Missionary Soci-  
 ety of the M. E. Church, North-  
 western Branch



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